

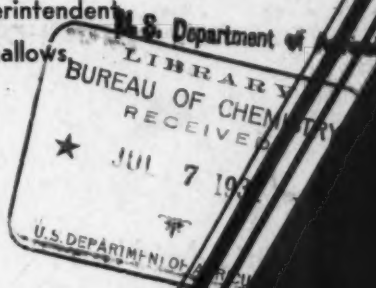
JUNE . . .

. . . 1932

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# *The* MANUFACTURING CONFECTIONER



## ESSENTIAL OILS and Kindred Products

The following products are now in season... We solicit  
your valued orders

Citric Acid U S P

Oil Lemon

Oil Orange

Oil Sassafras Artificial

Oil Peppermint

Oil Wintergreen Synthetic

Vanillin

Oleo Resin Vanilla

Oleo Resin Ginger

Oleo Resin Capsicum

## IMPROVED HARD CANDY FRUIT FLAVORS

These Fruit Flavors are offered at a most  
reasonable cost and prove a decided advance  
in the flavor industry.

Write us for samples of these Flavors or of  
candies flavored with

Apple

Peach

Banana

Pineapple

Cherry

Strawberry

Grape

Raspberry

**DODGE AND OLCOTT COMPANY**  
180 Varick Street New York City

*Consult Us for Any Desired Information*

# The MANUFACTURING CONFECTIONER

Vol. XII

JUNE, 1932

No. 6

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## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merits worthy of your careful consideration.

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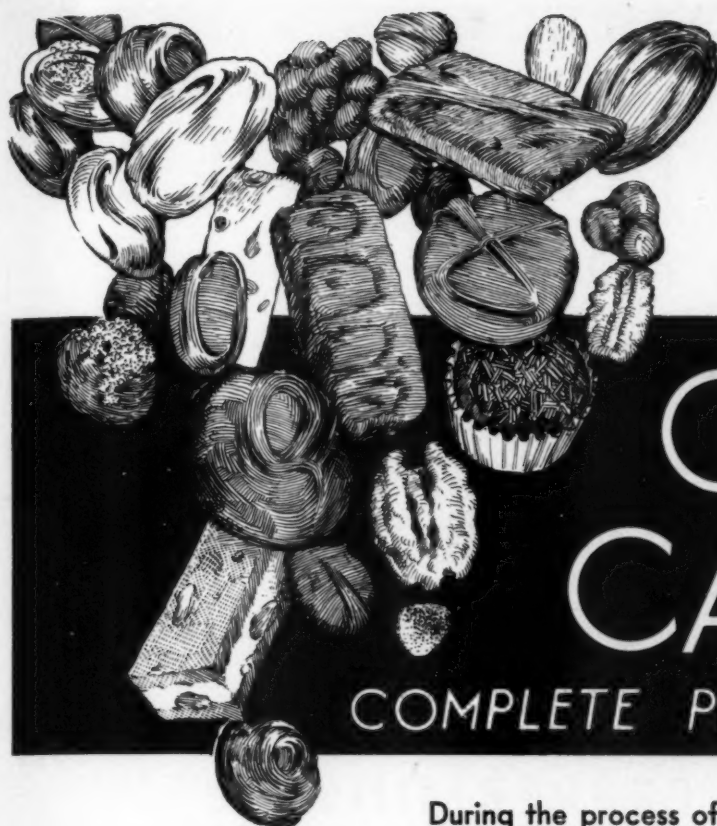
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# GIVE CANDY

COMPLETE PROTECTION

During the process of manufacture, while it is being packed and after it is packaged, you'll know that every step of the way your goods are clean and free of bugs and worms if you systematically and regularly use Midland

# MILLOCIDE

"A Little Often"

*Midland Mill-O-Cide does not harm cellophane—therefore all packages wrapped in this material may be sprayed without injury to appearance of package.*

Midland Mill-O-Cide is an almost colorless, odorless, tasteless liquid that will kill almost every bug and insect pest which candy factories are troubled with. It protects raw materials and is non-poisonous to human beings, toxic only to insects.

The cost of using Midland Mill-O-Cide is but a fraction of the damage caused by these hungry pests.

Write today for complete information and application instructions.

**Midland Chemical Laboratories, Inc.**  
DUBUQUE, IOWA

MIDLAND CHEMICAL LABS., INC., Dubuque, Iowa.

Gentlemen:

Please send full information and prices on your Mill-O-Cide for use in candy factories.

NAME OF COMPANY.....

CITY.....

PROVINCE.....

BY.....

POSITION.....

# ESSENTIAL OILS *for* CONFECTIONERS

OIL ANISE      OIL LEMON  
OIL ORANGE  
OIL CASSIA  
OIL PEPPERMINT  
OIL LIMES DISTILLED  
OIL LIMES EXPRESSED

Highest Quality

Reasonably Priced

*Ask Us for Samples*

## UNGERER & CO.

13-15 West 20th Street

NEW YORK

## Quality Coatings THAT "STAND UP"

*Merckens Fondant Process Chocolate places  
your candies on a high level—it  
individualizes your product*

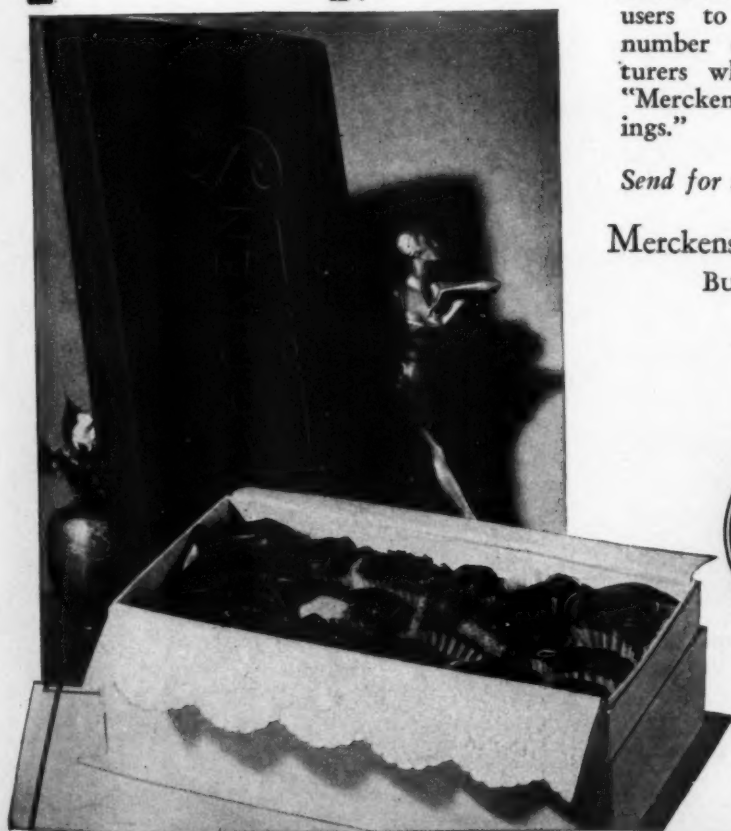
**T**HIS chocolate sets quicker and will not soften so readily as ordinary coatings do—but will retain its gloss, even in warm weather. This insures the fine appearance and lasting qualities of your candies.

Manufactured by a New process in which the sugar is slightly modified—this brings out unusual firmness—smoothness, and a conspicuous chocolate taste.

Season after season brings new users to the already large number of candy manufacturers who always specify—"Merckens Chocolate Coatings."

*Send for samples—and see why*

Merckens Chocolate Co., Inc.  
BUFFALO, N. Y.



### BRANCHES

BOSTON - 131 STATE ST.  
NEW YORK - 25 W. BROADWAY  
LOS ANGELES - 412 W. SIXTH ST.  
CHICAGO - HANDLER & MERCKENS, INC.  
180 W. WASHINGTON ST.

# WHY NOT LIVEN UP YOUR LINE WITH NEW FLAVORS



**M**ANY confectioners cling with blind tenacity to the few familiar flavors rather than seek to impart new personalities to their products—and provide new stimulus to their sales appeal—through the use of more novel effects. The courageous few who have thus refreshed the character of their products with

unusual flavors have evoked enthusiastic customer response.

Our complete line (including also the popular fruits: Strawberry, Raspberry, Cherry, Pineapple, Peach, Grape, etc.) is at your disposal. Those whose products require specialized flavors will find our laboratories prepared to develop them.

## A FEW RECOMMENDED FRUITS

Apple  
Apricot  
Blackberry  
Currant  
Gooseberry  
Loganberry  
Pear  
Plum  
Quince  
Tangerine

## SOME FLORAL SUGGESTIONS

Carnation  
Heliotrope  
Honeysuckle  
Jasmine  
Lilac  
Lily  
Orange Flowers  
Rose  
Violet

## A FEW DELICIOUS SPECIALTIES

Black Walnut  
Butter  
Butterscotch  
Cachou  
Cocoanut  
Custard  
Egg Nog  
Ginger Ale  
Honey  
Malt  
Maple  
Maple Walnut  
Roman Punch  
Pistache  
Root Beer  
Rum  
Rum and Butter  
Sherbet  
Tutti Fruitti

Write us your problems and your needs.  
We will submit suggestions and samples.

# FRITZSCHE BROTHERS, INC.

A FLAVOR FOR EVERY PURPOSE

Fritzsche Brothers of Canada, Ltd. 77-79 Jarvis St., Toronto

78-84 BEEKMAN ST.  
NEW YORK

118 WEST OHIO ST.  
CHICAGO



**A NEW SUN IN THE SKIES.**

**NOW! MORE THAN EVER**

**SALES VOLUME DEPENDS**

**ON MERCHANDISING METHODS.**

**WRAP-PACK IN QUALITY**

**WAXED PAPERS -**

**PRINTED**

**PLAIN**

**KISS  
CARMEL  
STICK CANDY  
WRAPPERS**

**MODERNIZED DESIGNS  
FORCEFUL PRINTING**

**HIGHGLOSS SURFACE FINISH**

**TRANSPARENT OR LABEL OPAQUE BACKGROUNDS**

**WRITE**

**WIRE**

**PHONE**

**COATING**

**DIVISION**

**KELLOGG PAPER PRODUCTS**

**1630 SOUTH CANAL STREET  
CHICAGO ILLINOIS**



# CITRIC ACID U.S.P.

"MADE FROM AMERICAN LEMONS"

By Exchange Lemon Products Co., Corona, Calif.

CRYSTALS • GRANULAR  
• POWDERED •

IMMEDIATE SHIPMENT IN  
KEGS • BARRELS • CARLOADS



Distributed East of the Rockies by

MALLINCKRODT CHEMICAL WORKS  
3600 North Second Street  
St. Louis, Missouri

DODGE & OLCOTT COMPANY  
180 Varick Street  
New York City



Pacific Coast Served by

PRODUCTS DEPARTMENT  
CALIFORNIA FRUIT GROWERS EXCHANGE  
Ontario, California



# -- There's the *Weak Spot* --



HE realized the importance of a scientific formula. He proportioned his ingredients accurately. He insisted upon the highest standards of quality. He knew that the public was uncompromising in its demand for a balanced blend. Yet, in spite of his sincere attempt to produce just what the public wanted, his product somehow lacked appeal.

And then he consulted an F & J representative. Together they went over the formula, item by item. It was a comparatively simple matter for the F & J man to discover the flaw. The wrong *type* of flavor was being used. The quality was of the highest—but it wasn't the *proper* flavor for this particular formula. The formula was sent to the F & J laboratory for

careful study. And the correct flavor was quickly determined on the basis of a scientific examination of all the facts.

## *Avail Yourself of F & J Scientific flavor Service*

Scores of flavor users have put their problems up to us for accu-

rate, scientific solution. If you have any doubts at all as to the perfect adaptability of the flavor you are now using, get in touch with our representative in your territory, or write to us. All information will be treated in strictest confidence, and we will tell you, on the basis of an impartial study of the facts, just what should be done to improve the flavor of any product. Our recommendations are offered without cost or obligation. Why not eliminate guesswork and rule-of-thumb methods by availing yourself of our facilities, rich experience and proven ability to solve flavor problems?

**FOOTE & JENKS**  
INCORPORATED  
*Flavor Consultants and  
Manufacturers since 1884*  
**JACKSON, MICHIGAN U.S.A.**

# AMAZING

## FOR SALE

## PARK &

541 W. 43rd Street

Have discontinued their candy  
been fortunate in purchasing

### CHOCOLATE DEPARTMENT

- 7—24" latest type, National Equipment Enrobers, motor driven, anti-tailers, feeding and delivery systems, bottoming attachments and detailers.
- 6—2000 lb. capacity National Chocolate Melters.
- 8—1000 lb. capacity National Chocolate Kettles.
- 4—500 lb. capacity National Chocolate Kettles.
- 4—300 lb. capacity National Chocolate Kettles.
- 1—Walters Basket Machine.
- 6—2-pot Chocolate Dipping Tables (marble top).
- 2—Forgrove Foil Wrapping Machines, with motors.
- 10—Smith Scales.
- 7—Motor Driven Conveyors for packaging goods.
- 7—Motor Driven Conveyors for transferring centers from moulding department to Enrobers.
- 1—Weightograph Machine with conveyor.
- Factory Stools and Packing Tables.

### CARAMEL AND NOUGAT MACHINERY

- 1—50 gal. double action, Mixing, three speed tilting jacketed kettle.
- 3—50 gal. single action, Mixing, tilting jacketed kettles.
- 1—Caramel Cutter and Wrapper, 13/16" x 13/16" x 3/8" to 3/4".
- 3—White Caramel Cutters.
- 1—Mills Two Way Automatic Caramel Cutter.
- 2—Mills Reversible Sizing Machines.
- 1—National Equipment Automatic Nougat Cutter.
- 1—Racine Nougat Cutter.

### MOULDING MACHINERY

- 3—Steel Mogul Machines, fully automatic.
- 11—Steel Mogul Pumps, 10 to 80 outlets.
- 2—Wood Moguls, Type A.
- 12—Wood Mogul Pumps, 10 to 80 outlets.
- 1—Complete Carrier Portable Hot Room.
- 10,000 standard starch trays with starch, size 14 1/2" x 32", outside measurements.
- 100 Plaster and Aluminum mould boards.
- 2—Merrow Cut Roll Machines.
- 1—Werner Two Color Combination Depositor and Automatic Printer.
- 2—Springfield No. 2 Depositors, motor driven.
- 1—Racine Depositor, motor driven.
- 1—Springfield Simplex Starch Buck, with motor.
- 2—Hand Printers.
- 6—Colseth Starch Board Trucks.
- 2—Gyrator Sifters.

### CREAM DEPARTMENT

- 1—Hohberger Cream Cooler and Beater, motor driven with Kettles, daily capacity, approximately 18,000 lbs.
- 1—Werner 600 lb. Syrup Cooler with two cylinder Cream Beaters, Kettle and Pump.
- 2—7 ft. Ball Cream Beaters.
- 3—60 gal. Baum, high speed, Cream Breakers.
- 2—50 gal. Springfield E. B. Cream Remelters.

### MARSHMALLOW MACHINERY

- 2—Springfield 50 gal. Marshmallow Beaters.
- 1—Savage 80 gal. Marshmallow Beater.
- 1—Hobart 3 speed Marshmallow whip, 80 qt. capacity.

WE offer for sale at sacrifice prices, for quick sale and removal, all of the machinery, equipment, conveyors, accessories and systems, formerly used by this famous company.

This plant operated until May 1st and the machinery is still up.

We invite you to inspect

## Sacrifice Price

### STEAM KETTLES

- 30—Steam Jacketed Kettles, with bottom-draw-offs, following sizes:  
10 gal. 35 gal., 40 gal., 50 gal., 60 gal., 80 gal., 100 gal., 150 gal., 350 gal.
- Steam Jacketed Mixing Kettles:  
25 to 100 gal. capacity, single and double action.

The above is only a partial list of the

LET US SHOW YOU THROUGH THIS MOST MODERNLY EQUIPPED PLANT

Write or Wire Us Collect

## UNION CONFECTIONERY MACHINERY

CABLE ADDRESS



# GBARGAINS

## TILFORD

... New York City

candy chocolate factory and we have  
purchasing their complete modern equipment

for sale at this ideally equipped  
ces, for quick plant. Our representative  
removal, all is always on the premises  
ery, equipment and will gladly show you  
eyors, accessories around.

May we suggest that you  
write today or wire at  
our expense. All offer-  
ings are subject to prior  
sale, and there is only a  
limited quantity of each  
item available.

### Prior Quick Sales

#### LES

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350 gal.  
Kettles:  
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INER

CABLE ADDRESS

#### CRYSTAL AND PAN DEPARTMENT

- 1-300 gal. Steam Jacketed Crystallizing Tank.
- 9-Crystallizing Tanks with screens, pans and baskets.
- 1-Tilting Crystal Frame.
- 15-Burkhard 38" Revolving Pans with and without coils.
- 10-Syrup Kettles, 10 to 25 gal. capacity.

available in the Park & Tilford Plant

REPRESENTATIVE IS ALWAYS ON THE PREMISES, AT YOUR SERVICE

Prices and Details

0., 318-322 Lafayette St., New York City

## PIECE MEAL

#### HARD CANDY MACHINERY

- 1-Simplex Steam Vacuum Cooker.
- 1-800 lb. Burkhard Vacuum with kettle and pump.
- 2-Racine Die Pop Machines, motor driven.
- 1-Racine Duplex Automatic Sucker Machine with conveyor and blower, motor driven, latest style.
- 1-Package Machinery Sucker Wrapper Machine, adjustable, motor driven.
- 1-Hildreth size 6, double arm, Pulling Machine, motor driven.
- 1-Hohberger Continuous Cutter, with chains.
- 1-Racine Continuous Cutter.
- 2-Werner Ball Machines.
- 5-York Batch Rollers, electrically heated, motor driven.
- 12-Water-Cooled Tables, 3' x 6' and 3' x 8'.
- 2-Forgrove Hard Candy Wrapping Machines (with twist ends), motor driven.
- 1-Kiss Machine.
- 3-Mills Drop Machines with Rollers.

#### NUT MACHINERY

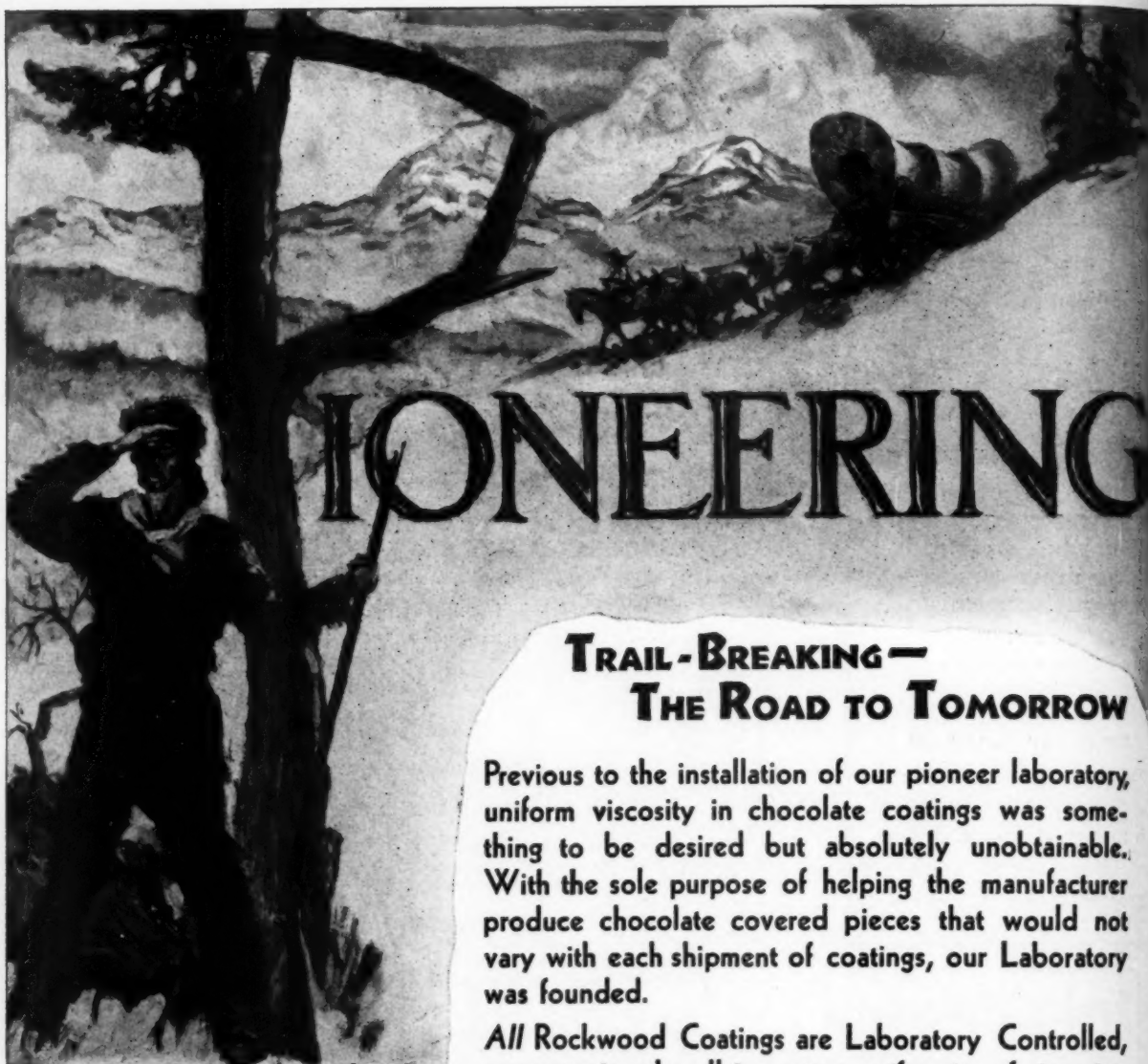
- 1-Lambert Nut Roasting Machine.
- 1-Almond Blanching Machine.
- 1-Nut Grinding Machine.

#### COCOA DEPARTMENT

- 2-Carver Cocoa Butter Presses, late style, with automatic filling and ejecting and metal filter pads, and high and low pressure pumps and tank.
- 1-Complete Cocoa Powdering outfit with block breaker, pulverizer, and cocoa cooler and sifter.

#### CHOCOLATE COATING MANUFACTURING

- 1-Bausman battery combination of four disc machines with two 500 lb. kettles.
- 2-National close coupled, pot Conges, 4000 lb. capacity each.
- 4-National Equipment Longitudinal Conges, 1600 lb. capacity.
- 4-38" National Triple Mills, motor driven.
- 2-National 5 Roll Refiners.
- 3-National 3 Roll Refiners.
- 10-2000 lb. capacity, National Chocolate Melters.
- 10-1000 lb. capacity, National Chocolate Melters.
- 6-500 lb. capacity, National Chocolate Melters.
- 1-W. & P. 100 gal. Mixing and Kneading Machine.
- 2-National Paste Moulding Machines with shaking tables.
- 1-Racine Chocolate Kiss Depositor.
- 3-Long Chocolate Cooling Conveyors.
- 1-National four roll cocoa cake breaker.
- 1-Schutz O'Neil Sugar Pulverizer.
- 3-Springfield Chasers.
- 1-Springfield Melangeur.
- 4-Burns 5 bag Gas Roasters.
- 1-Burns Cocoa Bean Cleaning Machine, complete.
- 2-National Crackers and Fanners, seven compartment.
- 1-Lehman Germ Separator.
- 1-Lehman Dust Cleaner.
- 1-Portable Chocolate Truck with motor driven pump.
- Cocoa Nib storage bins.
- Chocolate Pans and Moulds.
- Chocolate Pumps, all sizes.
- 6-Five and Ten Cent Ferguson and Haas Chocolate Bar Wrappers.



## TRAIL-BREAKING— THE ROAD TO TOMORROW

Previous to the installation of our pioneer laboratory, uniform viscosity in chocolate coatings was something to be desired but absolutely unobtainable. With the sole purpose of helping the manufacturer produce chocolate covered pieces that would not vary with each shipment of coatings, our Laboratory was founded.

All Rockwood Coatings are Laboratory Controlled, guaranteeing the all important uniformity of viscosity. In addition, they are all finely milled and dip with a smooth, velvety finish.

We are pleased to have broken the trail, for we know that the laboratory now used in conjunction with all quality manufacturing of chocolate coatings has enabled the producer of high grade pieces, to balance his product throughout the year.



*A Rockwood Coating Expert will be pleased to call and discuss your problems.*

# ROCKWOOD & CO.

BROOKLYN, N. Y.

BOSTON

LOS ANGELES

CHICAGO

PRODUCTS DEPARTMENT  
CALIFORNIA FRUIT GROWERS EXCHANGE

*Announce*  
*the Introduction*  
*of*  
EXCHANGE  
CITRUS PECTIN  
*for CONFECTIONERY*



*Many leading Confectioners in  
the United States are turning to*

EXCHANGE CITRUS PECTIN  
*to perfect their Jelly Pieces*



*Write Today for Information on*

PECTIN  
*in Its Relation to Confections*

PRODUCTS DEPARTMENT  
CALIFORNIA FRUIT GROWERS EXCHANGE  
ONTARIO, CALIFORNIA

# Announcing

## The CONFECTIONERY BUYER

CHICAGO, THE MERCHANDISE MART 303 WEST 42nd STREET, NEW YORK

### CANDY BUYERS' DIRECTORY ISSUE

A Consolidated Catalog of Confectionery and Merchandising Materials — Classified by Items and Listing Their Manufacturers Who Have National Distribution.

THE WHOLESALE BUYER'S FIRST PERMANENT BUYING GUIDE

KEEP FOR REFERENCE

Coming Out In  
**AUGUST**  
**1 9 3 2**

As the Directory Issue of  
The CONFECTIONERY  
BUYER

# CANDY

## A CONSOLIDATED MERCHANDISING

TO meet the increasing demand among Wholesale Candy Buyers, Chain Store and Large Retail Buyers for a consolidated buying guide of confectionery and merchandising materials offered by manufacturers with national distribution, the industry's first "CANDY BUYERS' DIRECTORY" will be published in August as the Directory Issue of The CONFECTIONERY BUYER. It will be the only complete index of manufactured products ever compiled for the confectionery distribution outlets. . . . And it will be right in time for the fall buying season!

### A SERVICE THE BUYERS WANT!

Candy buyers the nation over have declared their urgent need of a reference medium of this kind, which will place at their finger tips a classified directory cataloging merchandise and manufacturers all in one publication for desk use.

The "CANDY BUYERS' DIRECTORY" will, for instance, contain listings of all types of products purchased by wholesale buyers of confections grouped under general classifications, with names of manufacturers producing them for national distribution.

Other valuable reference data will also be included in this extended service of The CONFECTIONERY BUYER. Not only regarding sources of supply, but condensed facts which will help a candy buyer to plan and operate a wholesale or retail candy business at a profit.



no-

# A new BUYERS' SERVICE- THE INDUSTRY'S FIRST CANDY BUYERS' DIRECTORY

## DATED CATALOG OF CONFECTIONERY AND DISIN MATERIALS FOR WHOLESALE BUYERS

### HERE'S WHAT THEY SAY—

Here is what a few of the 8,000 selected wholesale buyers who will receive the "CANDY BUYERS' DIRECTORY" say about it:

"Such a guide book would be of considerable value to jobbers... It would come in handy for reference quite often..."—*C. E. Morgan, President, Morgan Candy Co., Asheville, N. C., also President, Southern Wholesale Confectioners' Assn.*

"I believe this to be a very good step in the right direction... There are many jobbers in want of various candy items that they do not know where same can be purchased..."—*Lee & Cady, Detroit Mich.*

"The Candy Buyers' Directory is something we have wanted ever since we went into the candy business 10 years ago..."—*B. A. Folsom, President, Folsom Company, Inc., Daytona Beach, Fla.*

"It should help all jobbers, especially those who wish to confine their buying to the better manufacturers making advertised lines..."—*Champaign-Urbana Candy Co., Champaign, Ill.*

"Such a directory would be a fine thing. Although the writer knows a good many lines and manufacturers in the candy industry, there are many we do not know..."—*Grand Tobacco & Candy Co., New Haven, Conn.*

"The Candy Buyers' Directory would be of great assistance to the wholesale candy buyer, as it would furnish at all times, at a glance, the manufacturers of various items that they might be interested in... We are always anxious to see every issue of The CONFECTIONERY BUYER... It is one of the very few trade papers we all read from cover to cover..."—*Cherokee Rose Candy Co., Monroe, Ga.*

### LISTINGS OF MANUFACTURERS

The listings of products under general classifications will be made without charge to manufacturers—such representation in the text matter cannot be bought.

On this basis we invite all manufacturers who serve the wholesale and large retail buyers over a national area to cooperate with us in the compilation of the directory listings. A questionnaire will be sent each manufacturer to obtain a list of the types of goods he produces. Obviously it will be impossible to compile this information to a degree of accuracy and completeness which the industry has a right to expect without full cooperation of all manufacturing concerns.

The CANDY BUYERS' DIRECTORY in its advertising section will complete the cycle of service by providing the manufacturers of confectionery and merchandising materials the most economical means of establishing and maintaining a permanent year 'round contact with both the potential and actual market for their products. *It will bring buyer and seller together at a moment's demand!*

This presents an advertising OPPORTUNITY for manufacturers to tie in with the buyers' guide, not only introducing their fall and winter lines, but particularly telling their own story regarding their complete line!

*A well organized catalog directory for the buyers' every-day use—and containing YOUR sales story.*

RS WANT!

have declared  
the medium of  
their finger tips  
merchandise  
publication for

DIRECTORY"  
s of all types  
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ess at a profit.

## THE CONFECTIONERY BUYER--Merchandise Mart, Chicago

"The Only Publication Devoted Exclusively to Wholesale and Large Retail Buyers"

Division of The Manufacturing Confectioner Publishing Co.

The cocoa tree, strictly a native of the tropics, attains a height of about 22 feet. The pods which grow next to the trunk and main branches, each contain from 25 to 40 almond shaped seeds which are the cocoa beans of commerce. Banana trees are planted in rows nearby to protect the cocoa trees from the burning rays of the tropical sun.



Only the finest cocoa beans from Java, the South Seas, Venezuela, Ecuador and the West Indies are used in the manufacture of GUITTARD COATING. Upon arrival at the plant, these choice beans are first blended and then carefully roasted in new type controlled roasters, to produce the superlative flavor that is found only in GUITTARD COATING.

**GUITTARD CHOCOLATE CO**  
EST. 1868 ↔ **SAN FRANCISCO**

FAMOUS FOR OLD DUTCH MILK AND FRENCH VANILLA COATING

# One Thousand Users Can't Be Wrong

## THE SAVAGE PORTABLE FIRE MIXER

*Considered the Most Serviceable Machine*

Wherever Savage Portable Fire Mixers go—wherever they are installed to take care of high-speed, low-cost candy manufacture—they have won unqualified praise and approval by sheer performance alone.

Either Model "S" (illustrated) or Model "K" give the same satisfaction and turns out the same high grade Caramel, Fudge, Nougat, Peanut Brittle and Peanut Candies.

It is supplied complete with electric motor, gas furnace and two heavy copper kettles.

Makes any Candy that Requires Cooking and Mixing

Any Capacity No. 1—12 Gallons, No. 2—17 Gallons, No. 3—20 Gallons

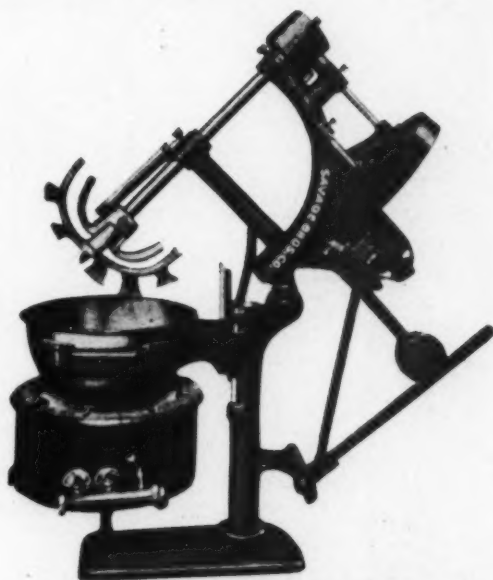
Mechanical Parts Are of High-Grade Lasting Materials

Possibility of Scorching Candy Entirely Eliminated

Saves Time, Produces More, Costs Less

Under Ordinary Usage Will Last for Indefinite Period

Eliminate Hard, Laborious Work—No Hand Stirring



### A FEW SPECIALS in our REBUILT MACHINERY DIVISION

Cut-Rol Cream Center Maker, motor drive.  
200-lb. capacity Steam Vacuum Cooker, complete with motor.  
Latest type Sucker Machine with clutch, direct motor drive with 24 ft. cooling conveyor, duplex rollers, dumbbell rollers, standard sucker roller or hard goods cutting rollers.  
4 and 5 ft. Ball Cream Beaters with replated bed, belt or motor drive.  
150, 300 and 500 lb. Chocolate Melters, belt drive.  
75 gal. Steam Jacketed Fudge or Gum Cookers and Mixers, belt drive.  
40 gal. Holmberg Double Action Tilting Mixer, belt drive, with sprocket for three speeds.  
Model "K" Kiss Cutting and Wrapping Machine.  
Ideal Caramel Wrapper, 1"x1"x1/4" to 3/4".  
Hobart Beater, 80-qt. size, motor drive.  
Anderson Shear and Vertical Cutters, belt drive.  
150 and 200 lb. capacity Savage Marshmallow Beaters, belt and motor drive.  
38" Standard Copper Revolving Pans with steam coils, belt drive.  
5-bag Lehmann Peanut Roaster, belt drive, with cooling truck and belt drive blower.

*Write or wire your requirements.  
We buy and sell.*

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*"THE FIRST COST IS THE LAST COST"*

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2638 Gladys Avenue  
**CHICAGO**

*"Savage is still SAVAGE—Since 1855"*



1932 JUNE 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	1	2	3	4
12	13	14	8	9	10	11
19	20	21	15	16	17	18
26	27	28	22	23	24	25

1932 JULY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	1	2
10	11	12	13	14	8	9
17	18	19	20	21	15	16
24	25	26	27	28	22	23
					29	30

# The CANDY MAN'S CALENDAR

JUNE			JULY		
6th Month			7th Month		
30 Days { 4 Saturdays } { 4 Sundays }			31 Days { 5 Saturdays } { 5 Sundays }		
Birthstone: Pearl Birth Flower: Honeysuckle			Birthstone: Ruby Birth Flower: Water Lily		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	W	Weekly meeting Colorado Zone Confectioners' Association, Oxford Hotel, Denver (each Wednesday).—Monthly meeting Retail Confectioners' Association of Philadelphia, Elks Hotel, Philadelphia, Pa.	1	Fr	Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Weekly meeting Utah Manufacturers' Association, Salt Lake City, Chamber of Commerce, Salt Lake City, Utah (each Friday at noon).
2	Th	Closing day of Associated Retail Confectioners' Convention, Buffalo, N. Y.—Monthly meeting Westchester Candy Jobbers' Association, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Association, Grand Hotel, Cincinnati, Ohio.	2	Sa	.....
3	Fr	Birthday of Jefferson Davis, observed in Southern states only.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Weekly meeting Utah Manufacturers' Association, Salt Lake City, Utah (noon Fridays).	3	S	.....
4	Sa	.....	4	M	Independence Day.
5	S	.....	5	Tu	Annual 3-day Convention, Southern Wholesale Confectioners' Association, Battery Park Hotel, Asheville, N. C.
6	M	Monthly meeting Candy Production Club of Chicago, Chicago, Ill.	6	W	Weekly meeting Colorado Confectioners' Association, Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Association of Philadelphia, Elks Hotel, Philadelphia, Pa.
7	Tu	Fumigation time is here. Should be attended to this month.	7	Th	Monthly meeting Westchester Candy Jobbers' Association, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Association, Grand Hotel, Cincinnati, Ohio.
8	W	Monthly meeting Manufacturing Confectioners of Baltimore City, Hotel Emerson, Baltimore, Md.	8	Fr	.....
9	Th	Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.	9	S	Don't fail to fumigate your plant; if you do, look out for moths in the next two months.
10	Fr	It's time to plan your fall deals.	10	S	.....
11	Sa	.....	11	M	.....
12	S	Children's Day.—Nothing will please them more than candy.	12	Tu	Annual convention National Confectionery Salesmen's Association of America, Atlantic City, N. J.—Monthly meeting Confectioners' Buying Association, Inc., Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago, Ill.
13	M	Christmas samples should be ready for jobbers for future orders.	13	W	.....
14	Tu	Flag Day.—Monthly meeting Confectioners' Buying Association, Inc., Chicago, Ill.	14	Th	Have you made plans for your semi-annual inventory?
15	W	.....	15	Fr	.....
16	Th	Monthly meeting New York Candy Club, Inc., Hotel McAlpin, New York City.—Monthly meeting Utah-Idaho Zone Western Confectioners' Association, Salt Lake City, Utah.—Outing Confectioners Salesmen's Club of Baltimore, Inc., Cottage Grove, Rock Creek, Md.	16	Sa	It's a good time for machinery inspection and overhauling. Your semi-annual house-cleaning is in order.
17	Fr	.....	17	S	.....
18	Sa	.....	18	M	International Management Congress opens for 1 week, Amsterdam, Holland.
19	S	Father's Day.	19	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.
20	M	.....	20	W	.....
21	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia, Pa.	21	Th	Monthly meeting N. Y. Candy Club, Inc., Hotel McAlpin, N. Y. City.—Monthly meeting Utah-Idaho Zone Western Confectioners' Association, Salt Lake City, Utah.
22	W	First day of summer.	22	Fr	A job for your sales department: Help your dealers sell more summer goods by helping them with the right kind of window displays.
23	Th	Annual Convention Pennsylvania Confectioners' Association, Galen Hall Hotel, Wernersville, Pa. (3 days).	23	Sa	.....
24	Fr	Fall holidays are especially good ones for moulded goods business. Get busy on them.	24	S	.....
25	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Pa.	25	M	Monthly meeting Candy Executives and Associated Industries Club, Hotel St. George, Brooklyn, N. Y.
26	S	.....	26	Tu	Monthly meeting Candy Square Club of N. Y., Inc., Hotel McAlpin, N. Y. City.
27	M	Monthly meeting Candy Executives and Associated Industries Club, Hotel St. George, Brooklyn, N. Y.	27	W	.....
28	Tu	Monthly meeting Candy Square Club of New York, Hotel McAlpin, New York City.	28	Th	Monthly meeting Association of Manufacturers of Confectionery and Chocolate of State of N. Y., Hotel Pennsylvania, N. Y. City.
29	W	.....	29	Fr	Have you made your Fall plans—Labor Day, Sweetest Day, Thanksgiving, etc.?
30	Th	Monthly meeting Association of Manufacturers of Confectionery and Chocolate of State of N. Y., Pennsylvania Hotel, New York City.	30	Sa	.....
			31	S	Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa.



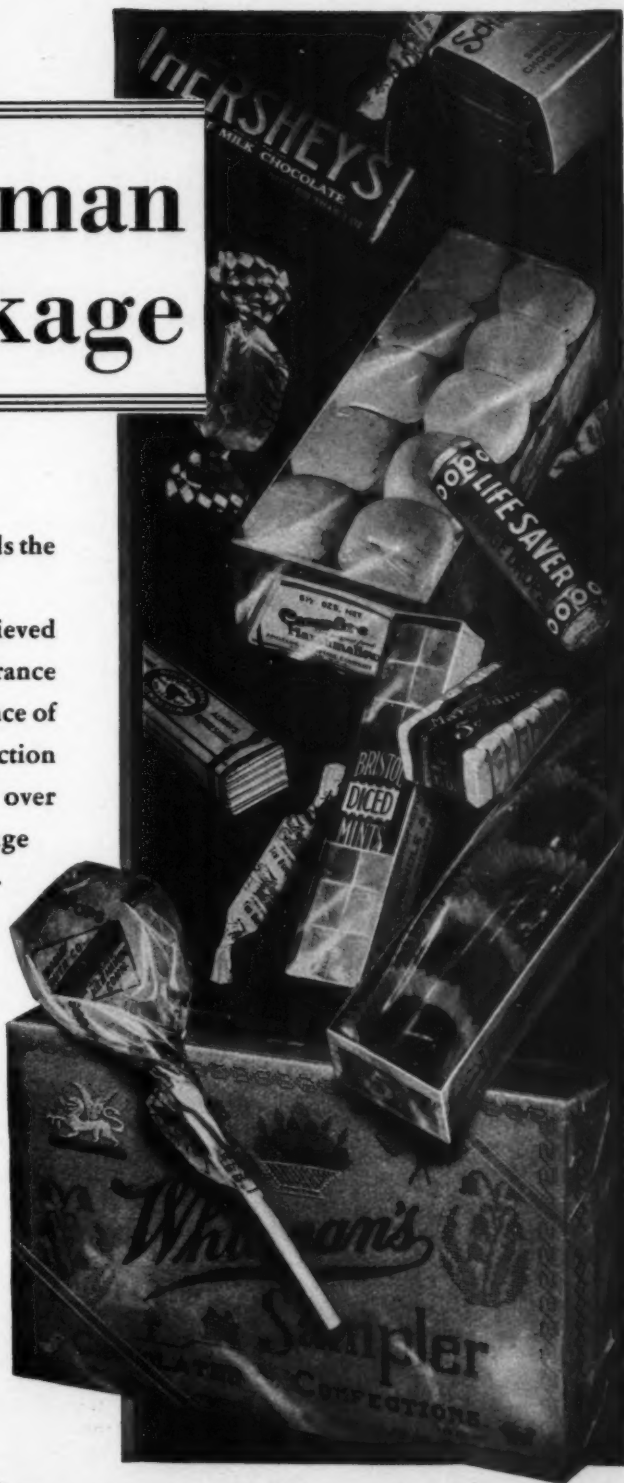
# Make a Salesman of your Package

**T**ODAY, more than ever, business needs the help of packages that *sell*.

A marked increase in sales is often achieved merely by giving the package a finer appearance and greater attention-value . . . The assurance of freshness through better package-protection may give a product a decided advantage over competitors . . . And frequently a package which permits the buyer to "see the product" through a transparent wrapper will put new life into a slow-moving item.

We have worked closely with the leading package goods manufacturers for the past 29 years, devising better forms of packaging and supplying the machinery to do the work. We will be glad to assist you in making a real salesman of your package—or to help you lower your costs. Get in touch with our nearest office.

**PACKAGE MACHINERY COMPANY**  
 SPRINGFIELD, MASSACHUSETTS  
 NEW YORK CHICAGO LOS ANGELES  
 LONDON: Baker Perkins, Ltd.



**PACKAGE MACHINERY COMPANY**  
 Over 200 Million Packages per day are wrapped on our Machines



## Editorial

### "Taxation" Without Representation

HERE is a weakness in the present set up of our National Association which sooner or later should be corrected. We refer to the absence of direct representation in the councils or on the governing boards of the Association by members of the Allied Trades,—the firms supplying the industry with its raw materials, equipment and supplies of all kinds. As associate members, they not only contribute to the support of the N. C. A. but also, by their rental of space at the Annual Exposition, make this yearly event a profitable venture for the Association.

It is primarily in connection with the management, planning and promoting of the *exposition* that we feel the Allied Trades should have some say, inasmuch as it is their show and the success or failure of it represents money in or out of their pockets.

As a case in point, take the recent Exposition at Atlantic City. From the standpoint of the majority of the exhibitors it was a washout and many of them took part much against their better judgment. Business conditions and the location of the convention city were both against them. Disregarding these, however, the greatest obstacle to the success of the Exhibit was the fact that they did not have some group of interested representatives promoting their interests and publicizing the show in some organized manner. As it was, practically all the publicity they received was through the trade press; no literature was created, no promotional matter designed which could really be expected to arouse the candy manufacturers' interest in the various displays and exhibits.

Naturally a group or committee chosen from among the members of the Allied

Trades would be in a better position to handle the promotional side of the Exposition—and with infinitely more interest and enthusiasm—than a committee composed only of candy manufacturers.

Not only would they be able to awaken keener interest among the manufacturers but, as a result of their efforts, they would also be in a position to impress many of the non-exhibiting suppliers and equipment manufacturers with the advantages of participating in this annual event. The ultimate value of this group activity would be many-fold.

As to the details of such an arrangement, these might best be worked out in group conferences; how this should be done is a matter for them to decide. Our only feeling in the matter is that the time has arrived when the Allied Trades should have, not merely the privilege of contributing toward the Association's welfare, but should actually have a definite part in the conduct of its affairs so far as the Expositions are concerned.

We realize, of course, that the trade's contributions are not actually obligatory. In a sense, however, they are moral obligations for the privilege of doing business with the candy industry. By the same token they are a tax for that privilege.

Just how long it will be tolerated is a moot question; perhaps some of the Association members have already had their ears to the ground and have detected murmurs of discontent.

Next year the convention will be held in Chicago. Let the confectioner's supply group have a voice in shaping the plans and policies of the Exposition. This close cooperation will prove an asset to both the N. C. A. and to the supply field.

## That Tax!

**O**F all sad words of tongue or pen, the saddest are these:

"There is imposed upon candy, sold by the manufacturer, producer or importer, a tax equivalent to 2 per centum of the price for which so sold.

Well, it might have been worse—it might have been 3 per centum worse! Then what would you have done?

As for ourselves, that 2 per cent tax has us stumped. Had it been 5 per cent we had our suggestions ready. Had the tax been eliminated entirely, we were all set with an

editorial masterpiece, "All's Well That Ends Well." But this 2 per cent business found us totally unprepared. What you might do is cut out the cash discount, better known as "2 per cent—10 days"; you know you'll get your money within six months, anyway. Or, if not that, why not add it to the price to your distributors?—maybe they can pass it on to the retailer! What! You're afraid your competitors will absorb the 2 per cent and you'll lose business if you try to collect it? Well, listen—it's *your* tax; let's see if *you* can figure out how to get rid of it!

## A Tribute to Mr. Hughes

**W**ALTER C. HUGHES, for twenty-one years Secretary of the National Confectioners' Association, terminated his faithful service to the industry in that capacity at the Atlantic City convention when he announced his resignation in order to become General Counsel and Trade Mark Counsel for the Association and engage in the private practice of law.

In recognition of Mr. Hughes' many years of unreserved service and constructive efforts in the Association's program toward the progress of the industry, it is no less than fitting that we pay him tribute at this time. Since 1911, when he was elected Secretary of the Association, the best interests of the industry have always been his first consideration. And throughout the years he has acquired many enduring friendships in the industry.

Mr. Hughes became identified with the industry in 1900 as Credit Manager and Office Manager of the Pan Confection Company of Chicago. When in 1902 this factory was consolidated with eighteen other companies as the National Candy Company, Mr. Hughes was made the manager of the Pan Confection Factory. At the 1911 convention of the N. C. A. he was elected as Secretary and served four years while still manager of the Pan Confection Factory.

His full time service began in 1912 when the Association decided to establish offices and function along active lines of trade association work. Offices were opened in

the Conway Building, Chicago, where they have been maintained for the Association under his management since that date. Mr. Hughes with the cooperation of the members organized and developed the Association's annual expositions, which have become of major interest in connection with each convention.

Upon the request of Herbert Hoover, then the U. S. Food Administrator during the World War, Mr. Hughes became a member of the U. S. Food Administration, being identified with the Sugar Division and in charge of sugar distribution to all manufacturers using sugar in their products. He was instrumental in saving the candy industry from disastrous restrictions upon sugar usage.

Mr. Hughes is the author of "The Story of Candy," booklet published by the Association, which has been distributed in thousands of copies, and is being used as the textbook of the industry by many schools and colleges. His early legal training was an asset in his activities opposing national and state legislation inimical to the candy industry.

Mr. Hughes organized and developed the Trade Mark and Legal Service Department of the Association. After the first of July he will maintain offices in the First National Bank Building, Chicago, where he will carry on this type of service as General Counsel and Trade Mark Counsel for the Association and its members, in conjunction with a private legal practice which he expects to establish.



# The Forty-Ninth Convention of the N. C. A.

Civic Auditorium, Atlantic City, N. J.

May 23rd to 27th, 1932

**A**S conventions go, the 49th Annual Conclave of Confectioners held in Atlantic City last month will hardly receive a very high rating by those in a position to judge such things. As a matter of historic interest, it will probably go down possessing the unenviable distinction of having been one of the smallest candy expositions on record although the registration, according to statements made by attendants at the registration booth on the closing day, was larger this year than at the Chicago Convention a year ago.

Be that as it may, the exhibition proper which included some forty-odd displays—a small enough showing in itself—was further dwarfed by the immensity of the Auditorium in which it was held. It was an incongruous combination—one of the largest convention halls in the world housing the Association's smallest exposition of candy equipment and supplies. As one exhibitor put it—"This place makes us feel so darned insignificant."

Perhaps this setting had something to do with the dampened spirits of most of the exhibitors, although there was really little enthusiasm manifested by any of them even before their departure for Atlantic City. Many were frank to admit that they considered it a waste of time and money to put on a display this year under existing conditions and in all fairness to them it must be granted that the location of the Convention City and the persistent low level of business were not conducive to an exhibit from which many of them could hope to profit.

Monday, May 23rd, saw the Show off to a listless start; it was Blue Monday indeed. It was bluer Tuesday, and Wednesday many of the supply firms' representatives would

have welcomed an opportunity to pack up and go home. But then a slight change in sentiment began to appear, becoming more perceptible as Thursday rolled around. The manufacturers, who are notoriously shy and retiring creatures on such occasions, began to sneak a peak at first this booth, then the next and finally throwing caution to the winds, came right out into the open, and sauntered bravely from booth to booth, listening patiently and with apparent, genuine interest to what the

various sales representatives had to tell them.

The result was that by Friday a more cheerful feeling prevailed and quite a few expressed the opinion that while quantity was lacking, there was a quality and much of promise in many of the contacts they had succeeded in making.

So much for that phase of the 49th Convention.

The other half—the business phase—was neither more nor less  
(Continued on page 52)

## N. C. A. Officers for 1932-33

### President:

**Arno E. Sander**  
York Caramel Co.,  
York, Pa.

### Vice-President:

**J. M. Gleason**  
Wm. F. Schrafft & Sons Corp.,  
Boston, Mass.

**Andrew E. Ziegler**  
Geo. Ziegler Co.,  
Milwaukee, Wis.

### Secretary-Treasurer:

**Frank S. Records**  
111 W. Washington St.,  
Chicago, Ill.

### Executive Committee:

**D. W. Aberle**  
Henry C. Garrott, Inc.,  
St. Paul, Minn.

**W. H. P. Anderson**  
Paris Candy Co.,  
Paris, Tex.

**John J. Ballweg**  
Novia Candy Co., Inc.,  
Brooklyn, N. Y.

**Edward W. Boehm**  
Bunte Bros.,  
Chicago, Ill.

**W. E. Brock, Jr.**  
Brock Candy Co.,  
Chattanooga, Tenn.

**J. A. Cox**  
Dilling & Co.,  
Indianapolis, Ind.

### Harry Dangerfield

Reymer & Bros., Inc.,  
Pittsburgh, Pa.

### Louis A. Dockman

John H. Dockman & Son,  
Baltimore, Md.

### Charles Douglas

Douglas Candy Co.,  
St. Joseph, Mo.

### Carl L. Graesser

National Candy Co.,  
Cincinnati, Ohio

### Alton L. Miller

Chas. N. Miller Co.,  
Boston, Mass.

### Brooks Morgan

The Block Candy Co.,  
Atlanta, Ga.

### J. Dudley Roberts

Imperial Candy Co.,  
Seattle, Wash.

### Lester G. Roskam

Quaker City Choc. & Confectionery Co., Inc.,  
Philadelphia, Pa.

### J. L. Schwarz

Schwarz & Son,  
Newark, N. J.

### B. G. Showley

Showley Bros.,  
San Diego, Calif.

### J. H. Wilson

Pan Confection Factory,  
Chicago, Ill.

### Carlton Woodward

John G. Woodward & Co., Inc.,  
Council Bluffs, Iowa



# The Candy Industry

## *Its Problems and Its Policies Pass in Review*

*Convention Address Given by*

**ARNO E. SANDER**

*President National Confectioners' Association*



ACCORDING to our program, the next order of business is the Report of your President, which is supposed to be a resumé of our activities for the past fiscal year, as well as recommendations for continued activities for the future.

Before doing so, let me both personally, as well as on behalf of the Officers, state how happy we are to see such a splendid attendance and that we trust sincerely that your visit here may be both interesting as well as enjoyable. This is your Convention, and while we have tried to get up a program that will please you, it is only by your prompt attendance at the various sessions and your taking part in the various discussions, that you will take home with you knowledge that will benefit you individually as well as benefit the entire industry collectively.

We have cut down our business sessions to five all told, and I will try my best to limit our sessions to not less than two hours and not more than two and one-half hours each, so that the entire five sessions at the most will not take up more than twelve hours of your time, giving you ample opportunity to enjoy all the pleasures of this "Wonder City by the Sea."

I am going to ask all of you to do me a personal favor and if you will grant this favor, I know it is going to make our stay here just that much more enjoyable. The favor that I ask is that you be here when the sessions are scheduled to start

and that you refrain from any entertaining during the sessions of the Convention.

I also want to state how very happy I have been during my year in office as your President, and while it has been a hectic year, one that has kept me very busy, I have enjoyed every minute of it. I want you to know that I am more than grateful for the honor conferred upon me and I thank you for the confidence you have shown by entrusting your interests to me.

It is customary for presiding officers, for the past several years, to start their address by talking about the depression and by making predictions as to when normal business conditions will again prevail. I have made so many predictions in the past, all predicated on what I read in various articles written by the leaders in industry, banking, business, and government that I am all through making any further predictions, because so far I have been wrong each time. I might add that my batting average is as good as any of the leaders' predictions.

Accordingly, I am going to limit my prediction by stating that we are two years and seven months nearer the end of the depression than we were in October, 1929, and I am satisfied that no one will quarrel or find fault with me as to the truth of this statement.

### **There Is a Cure for Present Conditions**

We are not so much interested in the causes of this depression as we

are in getting rid of it. The President of one of the largest banks in New York City, some time ago in an article stated that the breaking down of the entire price structure in all industries was due to the insane desire of each unit in industry trying to obtain a little larger share of a diminished demand. That no doubt is true, but as long as human nature is what it is and as long as each individual firm is making every effort to continue in business, it is hardly to be expected that anyone will simply wait for conditions to improve without at least making an effort to improve their own individual condition, irrespective of how their action might affect their associates within their industry.

There is a cure for the present chaotic conditions within our industry, but evidently the industry as a whole has not been hurt badly enough for the leaders to take some drastic steps to correct this condition. Leadership in an industry carries with it certain obligations and unless the leaders in our industry take firm steps to correct the present unethical method of doing business, it will simply continue indefinitely.

I still believe that there is no economic problem that can arise in any industry which cannot be solved if the brains and intelligence within the industry are brought to bear upon them. I am still an optimist; I still have faith in this wonderful country of ours, faith in our industry, faith in our leaders and faith in my associates. It is a pity that

## THE CANDY INDUSTRY

we have not within our industry a U. S. Steel Corporation, an American Woolens Company or a Standard Oil Company to compel these smaller firms, myself included, to do business along ethical lines which will permit a profit for all of us.

There has never been a time in the history of industry that Trade Associations were more necessary than they are at this very minute. Legislation is pending at the present moment pertaining to changes in our tariff laws, so that the import duties from countries with a depreciated currency will automatically be raised to a figure that would equal the amount of depreciation. In other words, that the duties paid are based on our gold standard. There is also pending the matter of Russian importation of candy which has seriously affected our industry along the Atlantic Seaboard. I have been advised by our Washington representative that there is a movement on foot for the drastic amendment of State and Federal food laws in addition to the movement to take the tax problem off property in the states, by the imposition of selective excise taxes, which makes it certain that your Association must study these problems and be ready to function whenever any of these changes come up for action. It is only by concerted action through a Trade Association that any relief can be expected and I know of no better vehicle for combating these various changes than through your National Association.

Our membership has decreased considerably and our income has naturally also fallen off, so that I suggest most earnestly that a campaign be made during the coming year to bring within the Association every manufacturer of confectionery in the country whose sales volume warrants their admission. Our work during the past year and the results obtained have been such that we can justify our request that all manufacturers become identified with our Association.

I will stop generalizing for a while and get down to practical performances for the past fiscal year, as follows:

### Educational Advertising and Publicity Campaign

You will recall that I was elected President at the last Convention in June of 1931. Immediately upon

taking office I was advised by Secretary Hughes that a suit brought by the Fisher-Wilson Agency for breach of contract had been filed and that a motion to argue a demurrer was on the calendar for late in June. Without wishing to criticize anyone, without trying to put the blame on any individual or any committee, the fact remained that this suit was pending and that we would defend it or otherwise default. During my membership on the Executive Committee, I distinctly recall a meeting of that committee where President Kelly requested authority to settle this suit. A motion was made and seconded, authorizing President Kelly to settle the suit for a sum not to exceed \$5,000.00. As this amount had been offered several times in settlement, in fact a check having been sent and returned, President Kelly took exception to the amount involved and at his request, the motion was changed to read authorizing him to settle the case at any sum which in his good judgment, was reasonable.

I instructed Secretary Hughes to arrange for a conference with the attorneys for the plaintiff, and in company with Mr. Hughes, visited them at their Philadelphia office. We spent some time conferring upon the merits of the case and eventually had them make us an offer to accept \$10,000.00 in full settlement. The plaintiff was represented by a very reputable firm of attorneys and it would be necessary for us to engage attorneys of equal standing for self-protection. To prove our case that the service rendered by the plaintiff was not satisfactory, would mean the bringing to Chicago of many of our members from distant points at our expense, and at a time when most manufacturers were busy attending to their particular business.

There was another factor that guided us, namely, that at the beginning of the advertising campaign, many of our members wrote letters to the plaintiff commending their work and it would have been unfortunate for us if these letters were produced in court by the plaintiff. Both Secretary Hughes and I

thought that while \$10,000.00 was a lot of money, it was worth while paying it to get the matter settled. We immediately wired each member of the Executive Committee and obtained their approval of this settlement. The terms of payment were \$5,000.00 down upon the signing of the settlement and an additional \$1,000.00 per month for the five succeeding months. I give this explanation so that when our Annual Report is printed and sent to the members, they will be fully informed as to that particular charge against our assets.

Our advertising campaign, due to lack of money, has been practically abandoned. The Advertising Committee as well as your Officers and members of the Executive Committee and nearly all the prominent manufacturers whom I personally interviewed, felt that it was imperative that we keep the publicity campaign functioning. Accordingly, a letter was sent out requesting our subscribers to the advertising fund, in view of the fact that we would do no more advertising, that they pay an amount equal to one-fourth of their advertising fund pledge to continue the publicity work.

Miss Mary Pepper, who has been active in our advertising campaign work, has been placed at the head of the publicity campaign under the supervision of Mr. George Williamson and his campaign committee, and I want to commend the work Miss Pepper has done, very highly. Both Mr. Williamson and Miss Pepper will appear before the Convention at a later session and I will let their report speak for the work they have done during the past fiscal year.

### Federal Tax Legislation

The most important matter affecting our industry was the inclusion by the House of Representatives in the Tax Bill now under consideration in the Senate of an excise tax on manufacturers' sales of candy. This was estimated to bring in a revenue to the Government of \$12,000,000 annually. In a declining market and in the face of untaxed competition, it would have been impossible to pass this tax on to the jobber, so that if enacted into law, our industry would have been compelled to pay the greater part of that amount.

Early in September of 1931, our Washington representative, W. Parker Jones, called my attention to



the statements made by men of prominence in official life, recommending the restoration of excise taxes on a selected list of commodities, including candy, and together we laid out a plan to present the facts concerning candy to the Treasury Department and to Congress, with the object of protecting our members against unfair and discriminating tax legislation. At Mr. Jones' request I appointed a special committee to cooperate in carrying out this plan.

This Committee consisted of Messrs. W. F. Heide, W. E. Brock and A. M. Kelly, and it is a source of great satisfaction to me, as your President, that these gentlemen accepted the appointment and have given their time and thought to the problem unsparingly. A very considerable number of members, other than these, have responded to requests for assistance at a considerable inconvenience to themselves, and I want to congratulate the Association as a whole on the fine spirit the membership has displayed in supplying information and making the status of our industry known to their Congressmen and Senators.

The Tax Committee at all times expressed our willingness to pay our fair share of any added tax burden necessary to provide funds to balance the budget and restore the national credit. We insisted merely that we should not be singled out and put at a competitive disadvantage by special tax with other industries not taxed, but competing with us for the consumers' pennies, nickels and dimes, and that all sweetened foods should be treated on an equal basis with other foods. You are all aware of the condition in the House of Representatives, resulting in the defeat of the general sales tax, and the last hour action in substituting a list of special excise taxes on commodities previously taxed in 1918 and 1921, including candy. No notice was given to any of these industries that such taxes were contemplated, and it was left to the Senate to correct any inequalities.

#### A Protest Against Unfair Discrimination

It was surprising after the general sales tax as proposed by the Ways and Means Committee had been amended to eliminate candy along with other foods to find candy

alone saddled with a special tax, without any tax at all being imposed on any other competitive products, and we have since the Bill passed the House protested vigorously against this unfair discrimination.

Our only salvation was to have the Senate Finance Committee grant us a hearing at which time we felt that we could convince that committee that candy should not be taxed. At a meeting held in the office of our Washington representative, we discussed thoroughly the manner in which we were to try to have the tax eliminated. Eventually, we were granted a hearing by the Senate Finance Committee and there were present at that particular meeting Mr. W. F. Heide, Mr. A. M. Kelly and Mr. W. E. Brock. Mr. Heide was chosen as spokesman for the industry and his address was a splendid resume of present-day conditions of the industry.

I had sent out a questionnaire to all of our members as well as non-members asking for certain information so that we could present absolute facts and figures in our hearing. The facts desired were the sales for 1929-30 and '31, the profit or loss and the capital invested. I was disappointed at the result of this questionnaire because only 260 replies were received. I felt that this tax would affect every one of us so seriously, and would bring a response from every manufacturer. However, I understand that 260 replies out of 405 inquiries is considered far above the average. The replies when tabulated gave a true picture of the industry as a whole, even though only 260 replies had been received.

In round figures, the sales volume for 1929 amounted to \$188,000,000, and in 1930 \$159,000,000—a loss of \$29,000,000. In 1931 the sales volume amounted to \$140,000,000—an additional loss of \$19,000,000 or a total loss in the two years of \$48,000,000. In 1929, 183 manufacturers made a profit and 77 lost money. The total net profit of the entire group in round numbers amounted to \$6,200,000 or a trifle over 3 per cent on the sales

volume. In 1930 the number of manufacturers who had made a profit dwindled to 145 and the number who had lost money increased to 115, the total net profits for the year being \$1,600,000, or a trifle over 1 per cent on the sales volume. In 1931 the firms making money again dwindled to 93 and the firms losing money increased to 167. Their total net profits for the year showed a loss of \$1,373,000 or a total of practically 1 per cent on every dollar's worth of sales. These figures more than anything I can say will give you a true picture of our industry at the present time.

Mr. Heide in his statement pointed out that he wanted to correct the fallacy that was prevalent among members of Congress, that all candies sold for \$1.00, \$1.50, and \$2.00 per pound. As a matter of fact the percentage in 1930 of all package goods selling over \$1.00 per pound was less than 3 per cent of the entire sales and all package goods selling below \$1.00 represented less than 5 per cent of the total sales volume, so that 92 per cent was represented by the popular priced bulk candy, \$.10 packages, \$.05 bars and packages and penny goods. Mr. Heide further pointed out that practically 85 per cent of the entire sale of candy was in units of pennies, nickels and dimes, and the purchasers of this candy were the people of small means, the clerks, shop girls and children.

The proof of the pudding is in the eating, and the fact that the Senate Finance Committee eliminated the tax on candy, is the best evidence that Mr. Heide's presentation of our case was effective. I want to go on record at this time to compliment Mr. Heide for his presentation, and I also want to thank the other members of this Tax Committee, and to acknowledge the helpful assistance that we received from a number of others of our members.

#### Fate of Bill in Balance

However, the battle has not as yet been won, although as I stated in one of my letters, we have stormed the first line of trenches. We still have to await the fate of this bill before the Senate as a Committee of the whole, and if no changes are made there, we will then have to await our fate when it comes to a conference between members of the Senate Finance Committee and members of the Ways and Means





## THE CANDY INDUSTRY

Committee of the House. I want to state most emphatically that your Tax Committee will continue to function until the pending tax bill becomes a law, and we hope for satisfactory results.

We have incurred expenses for travel, printing, postage, telephone and telegraph charges, which in the aggregate amount to a substantial sum. It is too much to expect that individual members should leave their business or association work and pay their own expenses and I have uniformly insisted that all of those who have incurred travel expense should send me bills to cover them. It has been a long campaign and the end is not in sight. With the approval of the Executive Committee, I sent out a letter to non-members as well as members requesting subscriptions from each firm to help pay our necessary expenses. I regret very much to report that at the time of writing this report, only about one-half of the sum needed had been received by Mr. A. M. Kelly whom I persuaded to act as Treasurer for the Special Committee.

I have always been under the impression that when you elected a man President, you put in his hands, supported by the Executive Committee, the entire control of the Association between conventions. A man acting as President has got to do one of two things, either when an occasion like I have just mentioned, the Tax Bill, arises, he must get up and fight for the industry as I have done, assisted by the various committees, or he can shrug his shoulders and say, "Well, that's just too bad." I know that you would have no sympathy with a man who did not go out and fight, and I also know that having made this fight, whether eventually we are successful or not, I have a perfect right to expect that every man in the industry is backing me up.

We need this money and while I have sent out two letters so far asking for subscriptions, I am quite sure that my successor will continue to send out letters until every member of the industry will pay some part of the amount necessary to finance this fight. Surely there should be no great difficulty in obtaining sufficient funds to defray the comparatively insignificant expenses of a campaign which may result in a saving of \$12,000,000 a year for at least two years and perhaps longer.

I know that every man present here has sent a check, so that when I speak as I do, it is not intended for any of you gentlemen present, but I do ask you when you get back home to try to influence manufacturers in your particular city that they also subscribe to a fund that may save each manufacturer individually many, many dollars.

### Traffic

One of the costliest evils connected with our industry is the paying of freights on our products. You

### President Sander Says

*"... we are two years and seven months nearer the end of the depression than we were in 1929."*

*"... unless the leaders in our industry take steps to correct the present unethical method of doing business, it will simply continue indefinitely."*

*"It is only by concerted action through a Trade Association that any relief can be expected."*

*"... I suggest most earnestly that a campaign be made during the coming year to bring within the Association every manufacturer of confectionery in the country whose sales volume warrants admission."*

*"I believe it (uniform cost accounting system) would do away with a great deal of the present slashing of prices and would help stabilize the entire industry."*

are conversant with the railroad company's attempt to increase all freight rates 15 per cent and that our industry, as well as most other industries, fought this increase. Mr. William R. Moore of the Eastern Confectioners' Traffic Bureau, represented the entire industry and did his share in having the Interstate Commerce Commission refuse to grant this increase. They did however give the railroad 2c per hundred emergency increase to run for a period of two years.

On December 3rd, 1931, the new railroad freight rates went into effect, which increased our particular rates anywhere from 25 per cent up, and there is a provision with this bill that did not permit these rates to be attacked for a period of two years.

I attended a meeting with Secretary Hughes in New York City,

along with the various members of our Traffic Committee and it was there decided that some action be taken. Secretary Hughes sent out a letter to all of the members of the Traffic Committee, asking for unanimous support, but there were some objectors at that time and the matter was not carried through. Early in the new Year I again instructed Secretary Hughes to call a meeting of our Traffic Committee in Chicago for the purpose of again going into this matter. Every angle of the rate and classification was discussed and it was the unanimous opinion of everyone present that immediate action should be taken to file complaint with the Consolidated Classification Committee, hereafter called the C. C. C. for a lower classification of our products. We all felt satisfied that there was little relief to be expected from the C. C. C. but that if we did not obtain relief we could go to the Interstate Commerce Commission, hereafter called the I. C. C. and ask for a lower classification from them.

We felt that the association should finance the application before the C. C. C. because Mr. William R. Moore of the Eastern Confectioners Traffic Bureau, in collaboration with other members of our Traffic Committee, could handle this application at a small expense. If we had to go before the I. C. C. it was deemed necessary that the highest legal traffic talent be engaged, if we expected to be successful in our appeal. To do so, again means the spending of money. It will take at least \$10,000 to properly finance these two appeals.

There is no provision in our budget for these emergency services, nor have we the money in our general fund, or in fact in any fund, to pay these extra expenses. Secretary Hughes at my instruction, sent out a letter to members and non-members for checks or pledges to carry on this work, and I am again sorry to say that up to the time Secretary Hughes wrote his report, we had received a total of \$760.00 in checks and pledges amounting to \$1,550 making a total of \$2,275.

The increase in freight rates last December was the last straw that broke the camel's back, and in many instances meant the difference between a profit and loss on our business. We only felt the effect of these increased rates for one month, and I hardly dare state how much of an increase it will mean during



the year of 1932, when we can least afford any additional expense.

The freight rates on candy were raised back in 1918, when the candy values were more than double what they are at present. We believe we have a righteous claim when we ask for a lower classification and if we are successful in obtaining a lower classification, it will mean thousands of dollars to every manufacturer within our industry. Again I am going to say that you gentlemen present no doubt have mailed your checks or pledges, and I again want to ask that when you return home that you make an effort to have your friends in the industry subscribe, so that this matter can be carried to a successful conclusion.

Mr. William R. Moore of the Eastern Confectioners Traffic Bureau, will appear before you at some later session and will give you an exact idea as to what we are attempting to do in this matter.

#### Russian Candy Importation

Our industry, as well as a number of other industries, have been badly hurt, particularly on the Atlantic Seaboard, by the dumping of Russian candies at prices below the cost of production in this country. Our Legislative Committee has been functioning and has joined various other groups in protesting against the continuance of this practice, but up to the present time, without success. It seems that only relief can be obtained by a special bill in Congress, and at present with the tax bills taking up the entire time of Congress, there is no opportunity to bring this matter up. I can assure you that when the time is ripe, your Legislative Committee will make every effort to curtail the further importation of Russian candies.

#### Special Credit Information

At a meeting of the Executive Committee prior to my election as President, Secretary Hughes was given authority to keep our members posted as to offers of compromise settlements within our industry. Secretary Hughes has sent out much information of benefit, which has simply increased the overhead of our Association. I would like to say that this has been a great help to our membership, were it not for the fact that each of us seems to fancy having our collections entrusted to some particular agency, and until some action can be taken on a suggestion

made by Mr. Charles F. Haug, ex-Vice President of the Association, no real good can be accomplished.

I would suggest that this matter be given some thorough consideration, and if possible that it be brought before the Convention during some executive session for decisive action.

#### Cost Accounting

In conversation with secretaries of many Trade Associations, I find that the one subject above all others that they are trying to impress upon their members, is a uniform cost accounting system. We are deeply indebted to the Department of Commerce for the assistance they have given us in this matter. We have received information from them which is of great value to each of us individually, and I wish it was possible that we could all use their system or at least change whatever system we use to conform with theirs, so that we would all be on an equal basis of cost accounting. I believe it would do away with a great deal of the present slashing of prices and would help stabilize the entire industry.

You are going to have the pleasure of listening to Captain R. L. Purdon, of the Department of Commerce, who will speak on this subject at a later session.

#### Return Goods Problem

To discuss the return goods problem is like playing with dynamite. There is no question in my mind or the minds of any of my listeners, that this practice has grown to a point where it means bankruptcy to the manufacturers, unless a reasonable policy is adopted for the future. There are two sides to every question and no doubt this holds good in this particular instance. We don't want to be radical; we don't want to take an autocratic stand, but I do believe that a policy can be worked out that is just to the manufacturer and equitable for the jobber, as well as for the retailer.

I earnestly urge that this matter be brought before the Convention in executive session, so that a policy can be agreed upon for the future.

Secretary Hughes, in his report will give you some facts and figures that will be of great interest to you.

#### Cost Survey of Jobbers

For many years it has been an open question as to the overhead

cost in a jobbing business. Personally, I have been fortunate enough to get the auditor's figures from many large jobbing confectioners to use in various talks which I have given to jobbing associations. It has been hard work to make my hearers believe that the figures I gave out were facts, and I even now believe that more than half of my hearers simply refused to believe that the facts I supplied were possible.

Through the splendid efforts of Mr. Malcolm McDonell, Chairman of the Survey Committee, we have managed to get the Department of Commerce to again help us out by making a survey of the jobbing confectioners in the city of Cincinnati. Cincinnati embraces among its jobbers, every variety that there is, and it is to be hoped that the result of this survey will be so plain and contain such basic facts that hereafter no jobber will have any excuse for not knowing the cost of doing business.

This again takes money, and your Association by authority of the Executive Committee, has subscribed \$250.00 towards a fund of \$1,500.00 to finance this survey. Requests have been made to other jobbing associations for donations and while the entire amount received so far is less than half we still have hopes that the entire amount will be subscribed, so that this work can be carried out.

#### Candy Exhibit at Century of Progress Exposition—Chicago—1933

You have all been fully informed about the Century of Progress Exposition to be held in Chicago in 1933. It happens to be the fiftieth anniversary of the National Confectioners' Association, and at two previous conventions an Exposition Committee was appointed, with Mr. Paul F. Beich as Chairman and Mr. William P. Reed, Vice-Chairman, to organize our industry so that a proper exhibit of our products might be made.

This committee has given a great deal of time and effort towards this project and in December of last year, the committee furnished a detailed report of what they would like to do at that time. It was their idea to run a model candy factory at the exposition and to make candy to be sold on the grounds. That was a splendid opportunity for our industry to show the public at large

the efficient and cleanly way in which candy is made, and by seeing the raw material used in its manufacture, to show the food value of our product.

The manufacturers of machinery promised to supply all the machinery necessary to run this plant, gratis. After calling in the services of a competent engineer it was found that it would take \$160,000 to finance this exhibit. Unfortunately, our industry is not in position at this time to spend that sum of money and in the report that will be made by Chairman Beich, he will advise you that because of the lack of financial aid, there is no possibility that this exhibit can be made.

Up to the time of the report only \$2,310.00 had been pledged out of a total of \$160,000.00. It seems a pity that we have to pass up this opportunity to let the general public know about our industry, but it can hardly be helped under present conditions.

In conclusion, I want to thank every one of the chairmen of the various committees who have functioned during the past year. They have always given freely of their time and they are to be commended for the wonderful work accomplished. I particularly want to express my thanks to each and every member of the Executive Committee for the wonderful support given me throughout my term of office, which has been an incentive to carry on and to tackle every problem which confronted our industry. I also want to thank Secretary Hughes for his splendid co-operation, and every member of our Association who has aided and assisted in the various problems that confronted us.

I also wish to give special thanks to the various Trade Journals which have been most liberal in giving us space for any matter that we wanted made public and last but not least, my thanks to our Washington representative, Mr. W. Parker Jones. Whatever has been accomplished by our special tax committee, a great deal of the credit for the accomplishment is due to Mr. Jones. He knows the game in Washington thoroughly; he makes no false motions and his advice has been of the greatest value to our tax committee.

I again want to thank you for the great honor conferred upon me and to ask for my successor a continuance of your splendid co-operation.



Bachrach

### FRANK S. RECORDS

**I**NTRODUCING Frank S. Records, new secretary-treasurer of the National Confectioners' Association, elected at the 49th Annual Convention in Atlantic City, May 26. Mr. Records is generally well-known to the candy industry through his former activities as secretary and treasurer of the National Paper Box Manufacturers' Association. He succeeds Walter C. Hughes, who now becomes general counsel and trade mark counsel for the association.

Mr. Records is a native of Franklin, Indiana, and was educated there, receiving the degree of Ph. D. from Franklin College in 1911.

With a background of achievement in trade association leadership, Mr. Records comes to the National Confectioners' Association as a "live wire" prepared to engage in the further development of the association's program of service to the industry. Mr. Records' experience in the executive management of the National Paper Box Manufacturers' Association affairs included developing of cost finding methods, market, credit, and traffic service, statistics relating to production, sales and turnover, public relations and research work, as well as other activities of importance to the trade.

Mr. Records became assistant secretary of the National Paper Box Manufacturers' Association in 1918, soon thereafter becoming secretary and treasurer. His office was in Philadelphia. After eleven years with this association Mr. Records

joined the newly organized Steel Heating Boiler Institute in the capacity of executive secretary, with headquarters in Cleveland, Ohio. He remained there until May, 1931, when it was decided, because of business conditions, to suspend active operation of the institute.

Mr. Records is married and has two children. He is a Mason and a member of the Knights of Pythias.

Immediately following the convention Mr. Records took up his duties at the N. C. A. headquarters at 111 West Washington Street, Chicago.

According to present plans of the Executive Committee of the National Confectioners' Association, Mr. Records will spend considerable time in the early fall and winter visiting the plants of the members and holding group meetings in various cities and states, working toward the development of local organization groups so that the entire industry will be more closely bound together in unison for mutual improvement of conditions.

### Dr. Murphy Directing Applied Research for American Maize.

**D**R. FRANK MURPHY, formerly chief chemist of the American Sugar Refining Company and later engaged in special research work under Dr. Lee of the Fleischmann Company, has just recently been appointed Director of Applied Research for the American Maize Product Company of 100 East 42nd street, New York City.

Dr. Murphy's work with the American Sugar Refining Company covered a period of some fifteen years and during that time he made a noteworthy record for himself, gaining recognition as an authority on the subject of sugar.

Dr. Murphy was one of the very first contributors to the pages of *THE MANUFACTURING CONFECTIONER* and his series of articles on sugar which appeared in these pages in 1921 and 1922 are still remembered as among the most interesting and informative treatises published on this subject.

On entering upon his new work Dr. Murphy will have the well wishes of many devoted friends throughout the industry.

### Du Pont Changes

**D**U PONT Cellophane Company, Inc., announces the removal of Eastern Sales Manager W. O. Henderson's headquarters from New York to Philadelphia.

Effective May 15th, the present Philadelphia office at Broad and Arch Streets will be closed and consolidated in the new quarters at 1616 Walnut street.

# The Business Outlook for the Confectionery Industry

**Trend Now Is Toward Eliminating Guesswork Regarding  
Sales, Prices, and Costs--Voluntary Cooperation Important**

By DR. JULIUS KLEIN

Assistant Secretary of Commerce

An Address Before the National Confectioners' Convention

**W**HILE afflicted with the usual run of troubles faced by every industry in the United States, such as falling price levels, excessive and often misdirected competition, hand-to-mouth buying and a certain amount of unfair or unwise trade practices, the confectionery industry still has some outstanding reasons for self-congratulation. It has indeed seemed to me that, when viewed against the total business background and compared with other industries, it has shown a surprising ability to maintain itself against difficult conditions with a resourcefulness that might well be studied and emulated by other lines.

**1931 Distribution Report Shows Manufacturers' Sales \$233,306,272 on 1¼ Billion Pounds, with Per Capita Consumption at 11.78 Pounds — Tonnage Only 6 Per cent Below 1930**

Perhaps the outstanding favorable factor is the apparent stubbornness of the buying public in refusing to sacrifice its accustomed allotment of sweets. Advance figures from the 1931 Confectionery Distribution Report indicate that, during a year when practically all commodities experienced sharp declines in consumption, the candy industry was still able to market more than 1¼ billion pounds of its products, worth at manufacturers' prices \$233,306,272. In other words, whatever else he dispensed with during 1931, the average American consumer insisted upon just about his normal ration of candy, for the survey report places 1931 per capita consumption at 11.78 pounds or almost exactly equal to the pound-per-month for each inhabitant of the country—men, women and children



—which was the average in the "boom" years. The per capita expenditure for this amount of candy last year at retail was at least \$4, and probably more, or an average for each family of about \$16 for the year.

A showing such as this proves two important things quite clearly. First, the industry rests upon the absolutely stable foundation of a vigorous popular demand which has made candy "a necessity to the masses and not merely a luxury for the few." Secondly, modern business methods, as illustrated in the confectionery industry's recent sales surveys, can transform old and wasteful distribution guesswork into scientific precision and thus counteract many of the effects of even a major business collapse.

It is true that the total tonnage consumption of candy during 1931 was nearly 6% below 1930—not exactly gratifying, of course, but the really surprising fact is that it was not greater, particularly when we compare it with the contractions imposed upon some of the better known indicators of general business conditions. For example, department store sales fell off 10.8%

in 1931, compared with 1930; general manufacturing output, 16.7%; automobiles 30%; iron and steel products, 37.3%.

I would not be surprised to find that confectionery sales had dropped off a little more in the first 6 months of 1932, because it would show amazing fortitude, indeed, if they should continue to hold up as well as they have in the past. The other indicators I have mentioned continued to show sharp declines in the early months of this year. But nothing can take away from your industry the credit and the value of having come through the worst year of the depression with such well-maintained sales volume.

**Price Decline 10.7 Per cent But Considered Favorable as Compared to Foodstuffs Drop of 17.6 Per Cent.**

A troublesome factor in all lines of business has been the falling price level, and here the confectionery industry certainly has not escaped some damage. The new survey data compiled in your behalf by the Department of Commerce show the average price per pound for all manufacturers' sales reported to have been 18.5 cents in 1931, as against 20.7 cents in 1930 and about 24.5 cents in 1925 and 1926. Here again, however, comparisons with other products are favorable to the confectioners. For while this price decline for candy amounted to 10.7% below the 1930 average, the general wholesale price index fell off 15.5%, and that for the entire foodstuffs group receded 17.6%.

**Price Decline Met to Some Extent by Tapering Costs**

After all it is not prices but profits that determine the health of an industry or of an individual busi-



ness. While I would not dare assert and hope to escape from this session with my life that confectionery manufacturers as a whole made any very substantial profits during 1931, I do have reliable information which indicates that many more of them than might be expected were in black ink rather than in red at the close of the year. It is true that quite a bit of this black ink was so thin as to more nearly resemble a pale grey—yet that is vastly better color scheme than a uniformly red tinge. Greatly reduced prices for such important raw materials as sugar, Accra cocoa beans and glucose, not to mention labor, were contributory factors, as well as the normal tapering down of costs which we are accustomed to expect from the increasing managerial efficiency of industry.

That this last factor is of vast importance in the confectionery industry would not be denied by anyone who observed the effective and energetic manner in which it has gone about the job of eliminating guess-work from its sales operations. In 1925, I understand, there were no data anywhere available to show even the basic trends in the production, sales, prices, or costs of the confectionery industry.

The record of its accomplishments up to the present year in overcoming these obstacles to intelligent business planning constitutes a remarkable tribute to the industry's vision, clear thinking and determined energy in attacking its problems and to the high type of leadership it has enjoyed in working them out:

#### Revision of Census Report on Production Has Aided Planning

First, a committee from your association worked out with the Census Bureau of the Department of Commerce a revision of the existing questionnaires on confectionery production with the result that, beginning in 1925, the Census Bureau has made available every 2 years separate data covering both tonnage and value, classified according to the main types of products. Before 1925, the Census Bureau had been issuing a consolidated report covering production, by dollar value only, of confectionery, chewing gum and ice cream. Such merged totals were, of course, of little if any value in determining what was going on in either one of the 3 industries.

#### Distribution Reports by Department of Commerce Reveal Market Facts

Next, your executive committee, realizing, as one of your leading executives put it, "that the industry was hitting at its supposed markets blindly and extravagantly," decided to enlist the cooperation of the Bureau of Foreign and Domestic Commerce in a nation-wide survey of sales and distribution channel, methods, and practices. Before such data were made available in the first distribution report in 1927, the basic trends of confectionery consumption, prices, direct to retailer sales and the interstate overlapping of distribution efforts were almost entirely obscure. Sales planning under such conditions had to be based on fragmentary and often misleading data.

Thus, no one was in a position to answer such basic questions as these: (1) Was prohibition causing a reduction in the purchase of confectionery by the general consumer? (2) Would the ladies' sudden craze for the "boyish figure" leave the candy business worth continuing or not? (3) Would the tendency of manufacturers to sell direct to retailers eliminate the jobber from the candy business? (4) Did the increasing chain store competition mean the death knell of the manufacturing retailer? (5) Was the industry suffering from excessive production capacity and too intensive sales and price competition? (6) Were any considerable number of confectionery manufacturers justified by actual results in undertaking national distribution? A host of similar questions hovered over and harassed the industry, and they could not be accurately answered in the absence of unbiased facts.

Definite answers to most if not all such questions were provided by the annual distribution reports issued by the Foodstuffs Division of the Department under the able direction of Captain R. L. Purdin in collaboration with your industry in a type of joint endeavor which stands out as a devastating and final answer to those hyper-critics who lament every

constructive contact of this sort between government and business as some kind of sinister paternalism. Unquestionably, the availability of the facts provided by this effort over the past few years has enabled more efficient sales planning, lessened the evil effects of indiscriminate competition in non-productive sales territory, and thereby strengthened the trade to withstand some of the heavier shocks of the past two years.

#### Trend Is Toward Elimination of Overlapping Distribution

The first report in 1927 revealed a serious overlapping of distribution efforts. Taking the country as a whole it was discovered that for every pound of candy consumed in the state where it was manufactured, 1¼ pounds of candy manufactured in some other state was shipped in. In other words, each manufacturer was so interested in keeping his competitor from getting the business naturally due to him in the vicinity of his own plant that he made it necessary for the competitor to fight fire with fire and invade more distant territories in retaliation. The obvious extravagance of such a general procedure set the country to thinking and the lesson seems to have thoroughly permeated by 1931, when manufacturers all over the country were shown by the survey report to have recaptured from outside competition at least 10 per cent of the total business originating in their own states.

#### Price Data in Reports Helpful

Among the myriad of collective and individual uses to which confectioners have been able to put these data, perhaps there is none more important to the industry as a whole than the effective use which has been made of the authoritative price data made publicly available for the first time in these surveys. I am told by the officers of your association that they have been highly important and practically indispensable in putting before such regulatory bodies as the Interstate Commerce Commission and Congress in connection with freight rate, tax and tariff matters, definite proof that candy should not be treated as a \$2.00 luxury item but as a low-priced food.

In thus providing itself with the  
(Continued on page 48)





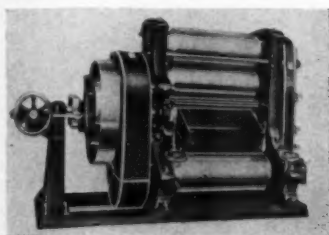
# ... Seen at the Show ...

## A Glimpse at this Year's Convention Displays

*WE made the rounds of the different booths and here's what we observed . . . first, the equipment:*

### New Five Roll Refiner

**D**EMONSTRATED for the first time in this country was the Bauermeister high speed five roller refiner on display at the booth of the American Bauermeister Company. This machine, the product of one of the oldest chocolate machinery manufacturers in Europe, is of exceptionally rugged construction.



It has chamfered rollers with increased refining surface and is capable of being operated at maximum speed at the same time exerting highest pressure on the rolls, thus affording high production and fine quality. Distributed in this country by the American Bauermeister Company, 318 Lafayette St., New York City.

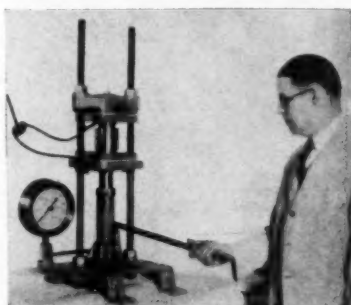
—MC—

### Hydraulic Laboratory Press

**S**MALL but powerful—that describes the hand operated hydraulic laboratory press developed by Mr. Fred S. Carver and demonstrated at the N. C. A. Exposition. This press is good for any load up to 10 tons and yet it is small enough to set on any laboratory bench or table. It is entirely self contained with hand pump and oil storage for ram, an incorporated part of the press.

It has numerous applications and is particularly useful in candy laboratories for the splitting of oils, stearines and waxes; for fatty acid

determinations; for pressing out concentrated extracts and flavors; for pressing out spent extractions



and for pressing mother liquors from crystals. Manufactured by Fred S. Carver, 345 Hudson St., New York City.

—MC—

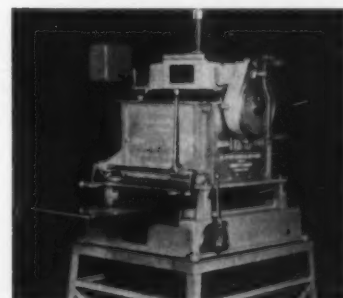
### Improved Hand-Roll Machine

**T**HE Bostonian model hand-roll machine demonstrated at this year's show by Mr. Harry L. Friend has many new features and improvements over the older models. It has the following advantages:

1. Counter-balanced bridge and easy lifting.
2. Heavier gears running on ball bearings, and larger screw.
3. Heavier hinge lugs and pins with large handles so that a close fitting pin may be easily drawn for refilling.
4. Depositing area increased 25 per cent over the DREADNAUGHT model which also holds 100 lbs. At the same time the gear ratio has been increased 50 per cent, which makes this machine operate easier than any of the others.
5. Dies have deeper funnels for greater strength and uniformity of pieces.
6. The cream chamber is made square instead of oblong so that dies may be placed for side or end cut. The height is reduced

and the depositing area increased, thus saving time and eliminating undue pressure on the die from weight of fondant in a deeper cream chamber.

7. Base designed so that a 16-in. enrober belt may be passed through either end to end or sideways. This is important for bar work and makes possible a side cut (best for forming) and an end feed (best for coating). The deposits may be made direct on a feed belt of a 16-in. coater, or on paper plaques for attachment to



the feed belt, or on individual wooden trays all ready for the hand dippers.

8. The tray-lift has a sliding dog so that the finest gradation in height of pieces may be attained. This is valuable for exact packing heights.

9. The tray-lift cams run between ball bearings and are so arranged so that excessive strain on the guide posts is eliminated. These posts now pass down through the base instead of projecting above.

10. The wire frame is moved by links and rocker arms to obtain a long stroke and runs on eccentric pins for adjustment.

11. Twelve electric heating units are arranged around the cream chamber installed under panels which makes it possible to heat the machine rather than cool the batch, saving much time and often producing better quality re-

## SEEN AT THE SHOW

sults as well as uniformity of the pieces.

12. The automatic cranking limit device makes it impossible for the operator to go wrong, and insures equal deposits every time for exact count. This is a very important improvement where uniformity is required.

A much smaller machine designed primarily for laboratory experimentation and retail candy making where production requirements are limited, was also on display. Manufactured by Harry L. Friend, 32 India St., Boston, Mass.

—MC—

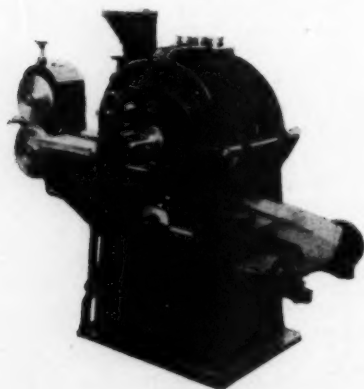
### Automatic Belt Guiding Device

**A**N automatic belt guiding device for cooling tunnels was on display at the Greer booth. This device, which was simple in construction, is suitable for other types of belts also. Samples of wire, funnel and canvas belts for coating and cooling machinery were also on display. Manufactured by J. W. Greer Company, Cambridge, Mass.

—MC—

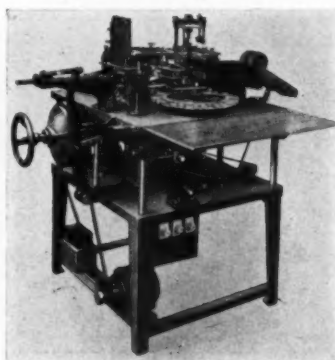
### High Speed Sucker Forming Machine

**T**HE Rostoplast Sucker Senior, product of the famous Rost Works of Dresden, Germany, was displayed for the first time by the V. O. Hermann Corp. This is a remarkably efficient and versatile machine in that it will make any type of sucker, either solid or filled, at the rate of over 300 per minute at the same time inserting the sucker sticks. It is capable of producing an unlimited variety of designs and its hand-engraved, chrome steel dies insure perfect, clean-cut impres-



sions. The weight and count per pound can be altered instantly by means of a simple adjustment. The machine is of extra sturdy construction and exceptionally fine workmanship. Distributed by The V. O. Hermann Corporation, 15 Park Row, New York City.

—MC—



### Improved Foil Wrapping Machine and Chocolate Refiner

**T**HIS was one of the features of the Lehmann exhibit. The claims for this machine are that it will wrap practically all sizes and shapes of candies, chocolate and bonbons producing a smoother, tighter and more attractive wrapping than can be turned out by hand wrapping. The machine has a guaranteed production of from 60 to 90 pieces per minute and is adaptable to either foil or transparent cellulose wrapping material.

Another feature of the Lehmann display was its most advanced model chocolate refiner. This machine, embodying many refinements in design, exemplified the fine workmanship for which this line of chocolate equipment is noted. Manufactured and distributed by J. M. Lehmann Company, 248 West Broadway, New York City.

—MC—

### Candy Forming, Pulling and Spinning Machines

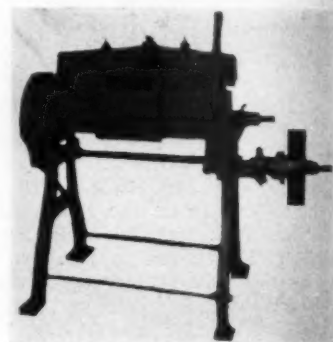
**T**HIS year the Mills Bros. of Philadelphia demonstrated three improved candy machines:

**Improved No. 2 Candy Pulling Machine.**—This machine has a capacity of 25 to 50 lb. batches, and is equipped with silent chain drive and with electric motor drive. The



candy receives two twists and one pull and is an exact simulation of the hand pulling process.

**Improved Candy Forming Machine.**—This machine has been devised to produce hard candy pieces, similar to round discs and similar



shapes. It is equipped with Sizer which can be adjusted for the proper amount of material to pass on to the forming rollers. The feed is continuous and can be handled directly from the batch spinning machine while the finished pieces pass off to the other end of the machine. This machine is also equipped with direct geared motor drive.

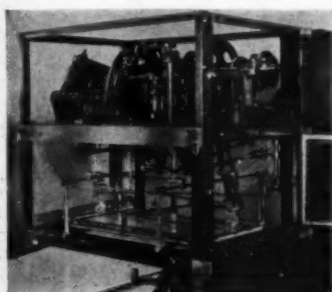
**Improved Batch Spinning Machine.**—This is a 6-foot length machine equipped with electric motor drive and has automatic features reversing the batch roller. It is also equipped with electric heater for deflecting the heat on the batch keep-

## THE MANUFACTURING CONFECTIONER



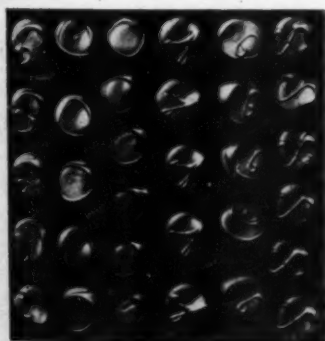
ing it in proper shape for the spinner. Manufactured by Thos. Mills & Bro., Inc., 1301 North Eighth St., Philadelphia, Pa.

—MC—



### Automatic "Hand Decorator"

THIS new machine developed by the National Equipment Company makes possible the decorating of chocolates in simulation of hand-dipped effects. The chocolates pass from the coating machine on through the decorator. Any desired design of string can be reproduced



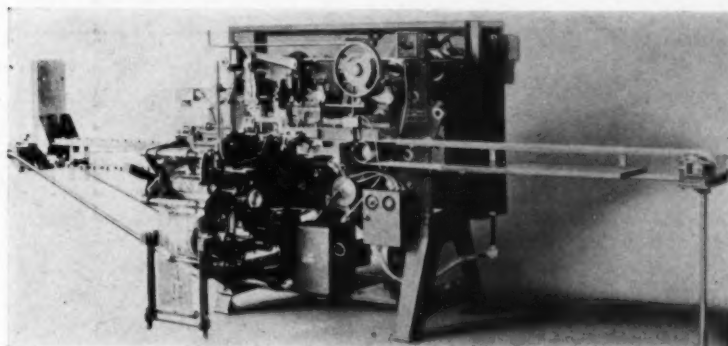
by changing the cams and by means of simple machine adjustments which cause the decorating plaques

to move in different directions. Manufactured by National Equipment Company, Springfield, Mass.

—MC—

### Electric Eye Registers Wrapper Design Automatically

AT the Package Machinery Booth, visitors were afforded an actual demonstration of the Electric Eye as a means of con-



trolling the feeding and cutting of printed transparent cellulose. To appreciate the value of this device it might be explained that because of the character of transparent cellulose no satisfactory method of feeding the printed wrappers in sheet form has ever been perfected. The feeding of this material in rolls, however, is a comparatively simple matter but until the adoption of the Electric Eye the wrappers had to be unprinted because of the impossibility of obtaining perfect registration. No matter how accurately the printing is spaced on the rolls nor how finely the unwinding mechanism is adjusted, changes in atmospheric conditions will cause slight variations that cannot be controlled. Various schemes have been tried and some have been moderately successful but the Electric Eye seems now to have completely solved the problem.

By mechanically seeing a spot printed on the paper at regular intervals the Photo Electric Cell or Electric Eye, as it is popularly called, controls the length of the sheet that is unwound at each revolution of the machine, thus keeping the cut-off of the paper accurate within one thirty-second of an inch and insuring that the design is located centrally on the package. Either a spot printed on the paper or else a part of the design itself serves the pur-

pose. This mark passes over the Electric Eye which records its impression immediately and according to whether it sees the spot too soon or too late makes the necessary compensations in the unwinding mechanism.

The electrical apparatus required is much less complicated than the ordinary radio set. It contains no battery and has only three tubes. One of these is the photo electric

cell, the other two amplifier tubes on alternating current. This device was in operation on the regular G. H. model packaging machine. Manufactured by Package Machinery Company, Springfield, Mass.

—MC—

### Radiant Heat Gas Burner

DEMONSTRATED at the Savage Booth was the Burdett Radiant Heat Gas Burner, a unit which can be easily installed in a Savage Furnace and which produces radiant heat to a degree here-



tofore believed impossible with gas. A manual control valve regulates both air and gas in proper proportions in the same operation. The burner positively controls the mixture and direction of air and gas.



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There is no mixing or combustion chamber, however. The air and gas is properly mixed after it leaves the burner. It is claimed that the penetrating properties of radiant heat, high flame temperature and complete combustion combine to effect remarkable economies not only in operation but in prolonging the life of the kettle. Distributed by Savage Bros. Co., 2632 Gladys Avenue, Chicago, Ill.

—MC—

### Movies by Union

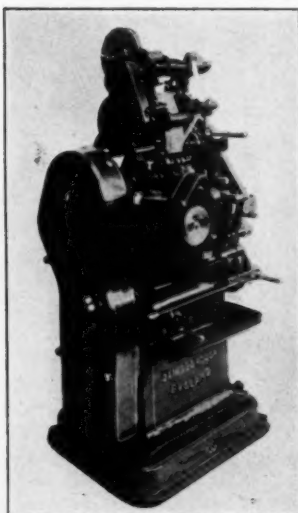
THE Greenberg Brothers who devote most of their time to disposing of used and rebuilt candy machinery, have turned motion picture producers, as witness their first all-star production which was one of the features of their display. The picture included many shots taken in various parts of the Park & Tilford plant, the machinery and equipment of which was recently acquired by the Union Confectionery & Machinery Company. The picture also showed views of the company's machine shops and warehousing facilities. It was a reel display of real machinery.

—MC—

### Wrapping, Printing and Foiling Machines

THE White Star Equipment Corporation had an interesting display of imported machines.

**Plastic Gum, Kiss and Toffy Cutting and Twist Wrapping Machine.**—This is a product of the Rose Bros. plant of Gainsbrough,



England. The candy is fed from an endless string, is sized, cut, shaped and wrapped with or without colored understrip. The outer wax paper wrapper has fantail ends. The machine wraps in wax backed foil or Cellophane and has a capacity of from 250 to 280 pieces a minute.

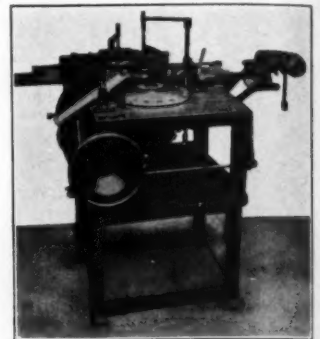
**"Premier" Twist Wrapping Machine.**—This is another product of the Rose plant. It handles



confections of different shapes. These are previously cut and fed in chains and then twist-wrapped at a speed of 140 per minute. It will

handle wax paper, wax backed foil and Cellophane and is equipped with an understrip device.

**Chocolate Foiling Machine.**—This is an automatic foiling machine for handling a general assort-



ment of soft centered chocolates, eggs and cordial cherries. It has a capacity of 60 to 80 pieces per minute and is claimed to be a great foil saving device. The foil is made to conform to all the irregularities of the piece wrapped.

The above machines are distributed by White Star Equipment Corporation, 18 E. 12th St., New York City.

Last month we passed along the Du Pont Cellophane Company's cordial invitation to you to visit their permanent display on the Boardwalk. Remember we said one display window would be devoted entirely to Cellophane-wrapped candies during Convention Week? Well, here 'tis





# What I Saw at the Convention

(By One of the Staff)

**I**F the comparison may be forgiven, holding the exposition in the Atlantic City Auditorium this year was like wearing a shoe ten sizes too large. The most skillful blocking off of unwanted space on all sides could not conceal the inadequacy of the exhibits nor the futility of holding the convention in a hall designed for industrial expositions rather than church fairs.

Speaking of which, the Methodists were holding their convention simultaneously at the same place and seemed to have enough customers left over to spare a goodly portion of them as delegates at large to the Candy Exposition. Which was probably a good thing, because the exposition sorely needed a few "extras" for atmosphere if nothing else.

The writer had occasion to take in the Dairy and Ice Cream Convention in the same hall last October and, whereas the Candy Exhibits took in a small fraction of the floor space on the main floor, the Dairy and Ice Cream Suppliers' exhibits occupied not only the entire main floor but the stage and a large proportion of the basement as well.

It is futile to rail against the candy authorities for this state of affairs, and not a little unkind. Their indifference to providing an elaborate set-up so that suppliers may come from afar to sell them their wares is an entirely natural one, and not until the suppliers themselves think in common on the subject will the candy expositions mean what they ought to mean to the candy industry.

## A Nice Job for Someone

There is a job for some able, public-spirited individual to weld the exposition interests of the supply trades into one big "Confectionery Suppliers Manufacturers Association" as has been done in the Dairy and Ice Cream Industry. In that industry, the suppliers' association does its own press-agenting to help bring the dairy interests and ice cream manufacturers to the convention proper, and incidentally to their own exhibits.

As a result, the turnouts are always good—and so is business. Is there no one among the confectionery suppliers sufficiently interested to play "sugar daddy" for a year or two until the idea takes hold and the association is able to proceed on its own momentum?

Until then, don't let's talk about whether Chicago is better than Atlantic City for the convention, or Atlantic City better than West Baden. They can all be equally good and equally bad, depending upon how the shows themselves are handled and how well they are publicized in advance.

## Among Those Present

Last year's prize exhibit was the imposing display of the American Can Company. This year, the Can Company, in common with some forty odd others, dropped out. The Can Company's favored position at the end of the main corridor, however, was ably taken by a comparative newcomer in our midst—the Sunkist people, otherwise known as the California Fruit Growers Exchange. California orange and lemon oils were all they showed last year, which was their first appearance in any Candy Convention. They had a surprise ready this year, however, offering to the trade for the first time, straight citrus pectins as basic ingredients for general confectionery manufacture. The offering of this product by the Cooperative, direct to the trade, marks an important milestone in confectionery raw material development, for it is rumored that several very new and revolutionary research developments pertaining to the general use of pectin in candy are behind this new policy.

The principal pectin product available to the Confectioner in recent years has been "Whistojel," a prepared, ready-to-use pectin adapted to specific classes of goods such as gums, jellies, etc. Its progenitors, the White Stokes Company, were present in force with one of their most attractive displays in years.

Apart from "Whistojel," which is helping to make jelly history, con-

siderable interest centered around their new invertase product, "Inversol." Their recent appointment by Standard Brands as exclusive distributors of Fleischmann—standardized invertase, as recently reported in these columns, is an indication of the increasing confidence which is being reposed in this firm.

## Credit Due the Pioneers

A great deal of credit is due firms of the White Stokes and Nulomoline type for their willingness to invest their fortunes in the pioneering of new developments of interest to the confectionery industry. True, they may not be prompted entirely by unselfish interest, but then, just who is, these days?

At least, one may always expect to find his way to the White Stokes or Nulomoline Company booth at these conventions and receive a friendly word of inspiration or suggestion. The combined Nulomoline-American Molasses booth was not the architectural labyrinth that it was last year but it put on a good candy display and held its share of the patronage.

Lecithin, that much talked of, much thought of substance was well represented, for both Ross & Rowe, Inc., and the American Lecithin Corporation put on shows this year, the latter for the first time. There seems to be no question but that the lecithin idea is taking hold among the confectioners even if the first ill-advised "leap" did not yield a miraculous "open sesame" to the chocolate bloom problem. The value of this unique substance in emulsification, fat-stabilizing and fluidity control work, is, on the other hand, well demonstrated, as witness the two ably prepared technical reports being distributed by these two firms.

## Monkey-Business

As was the case last year, the human interest feature of the exposition was furnished by the Franklin Baker monkeys. Franklin Baker Company seems to have learned a cardinal point in human psychology—that there is a community of interest between the simians and man with which all the candy displays in the world cannot hope to

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compete. As a matter of fact, their own educational display of hooded cocoanuts and delectable toasted cocoanut was also subordinated by the monkeys (three of them—one of which subsequently died as a result of his strenuous efforts to please and entertain visitors.)

This, and the General Electric Company's miniature "speed trap"—a sensitive cell arrangement in which the vacuum tubes represent cop, sheriff and judge respectively—provided the "lighter vein" so popular at conventions.

### Other Supplies

The Corn Syrup Refiners came out in force—five of them, which is probably a record: Corn Products Refining Company, Clinton Corn Syrup Refining Company, Anheuser Busch, Inc., Penick & Ford Sales Company and Staley Sales Corp.

Clinton informally introduced their new wheat syrup, a hygroscopic product with interesting possibilities, and Corn Products devoted their attention to a trio of instructive educational displays on their refined corn sugars, hydrate and anhydrous Cerelose.

One display depicted the benefits accruing from the use of hydrate Cerelose in marshmallow; another in gum and jelly goods; while the third consisted of a series of photomicrographic studies of chocolate coatings made with cane sugar and with anhydrous Cerelose.

National Sugar Refining Company showed their latest in new sugars and a splendid and most complete line it is for the confectionery manufacturer.

Only two gelatine manufacturers had displays at this show. Atlantic, with its Edible Gelatine exhibit, and United Chemical and Organic Products Company which featured its granulated and wheel dried flake gelatine.

Somewhat better represented were the flavoring houses. Blanke-Baer, Burnett, Kohnstamm, National Aniline and H. H. Ottens Mfg. Co., were the able representatives of this important confectionery supply field group.

Eppelsheimer and T. C. Weygandt Company were in attendance ready to supply almost any and every conceivable type of chocolate mould, while Stichler & Company had on display the latest in icing

decorations, paper leaves and other ornamental novelties.

### Packaging on Parade

The Dobeckmun Company and DuPont Cellophane Company each had their usual elaborate and ever beautiful displays of Cellophane bags and packages. In addition to a fine array of Cellophane wrapped packages, the DuPont display featured many suggestions for new candy styles and units. The Dobeckmun Company showed for the first time its new "laminated" materials—combinations of Cellophane and foil and Cellophane and cloth, the latter being especially suitable for display candy bags.

The Milprint Products Corporation whose wrappers have added to the sales appeal of millions of candy bars had an attractive display of their wares. They featured particularly their Revelation wrapper, a combination of glassine and transparent cellulose.

Bad times could not discourage the McGraw Box Company and the Pilliod Cabinet Company from being on hand with their usual attractive selection of cedar chests and wooden candy boxes. The latter company featured its wood etched candy boxes and several other novelty merchandising containers. The F. J. Schleicher Paper Box Company had a fine selection of fancy and special candy boxes, while A. Klein & Company featured a fabricated box intended to overcome the handicap of excessive freight rates where this is a competitive factor. These packages are shipped to the candy manufacturer "knocked down." A dozen of the "knocked down" packages occupy little more shipping space than a single package did formerly. They can be easily assembled in the manufacturer's plant when and as required for use, the only equipment required being a stapling machine for binding the side and top of the containers together.

The Confection Display Company had a most realistic line of dummy chocolates on display. If possible

these dummies looked more like the real thing than the candies themselves.

Basket manufacturers have not ventured displays for several years. This year, however, W. C. Redmon Sons & Company, makers of Red Man baskets, had a booth, encouraged perhaps by the increasing demand by some of the larger manufacturers for baskets as bulk goods containers. Mr. Redmon made himself popular with many of the ladies attending the show by distributing his baskets among them at the closing session.

So much for this year's Exposition. Next year—Chicago and the World's Fair—and we hope the occasion will warrant a better showing and more enthusiasm than was evidenced at this year's seaside gathering.

### New York and Chicago Candy Clubs Breakfast at Convention.

CONTINUING a precedent which was inaugurated a year ago at the Chicago Convention, members of the Candy Executives' and Allied Industries' Club of New York and the Candy Production Club of Chicago attending the convention, assembled Wednesday morning of Convention Week for a Dutch treat breakfast at the Ambassador Hotel. Dave O'Connor, hard working chairman of the New York Candy Executives' Membership Committee, had the job of getting the bunch together and he succeeded in corraling several dozen members and friends in the Venetian Room where a good breakfast and pleasant gathering were thoroughly enjoyed by all who were able to be present. The boys plan to renew this quaint old custom in '33 at Chicago.

### Pennsylvania Confectioners Again Choose Wernersville.

AFTER some uncertainty as to the site for this year's Annual Convention of the Pennsylvania Confectioners' Association, the Executive Committee recently decided to hold it once more at Galen Hall Hotel, Wernersville, Pennsylvania, June 23rd, 24th and 25th.

The schedule calls for a business session Friday morning at 10 o'clock at which officers for the ensuing year will be elected. On that same afternoon there will be a bridge party for the ladies and in the evening the usual banquet will be held in the dining room of the hotel. The annual golf tournament will be held Saturday morning, June 25th.

All are urged to come to Wernersville and enjoy a few days of relaxation in this beautiful mountain resort in Pennsylvania. It is further requested that all worries be left at home.



# Profit Maintenance Through the Trade Association

*A Discussion of Importance to Every Member of the Industry*

By W. J. DONALD

*Vice-President, American Management Association*

*An Address Before the 49th Annual Convention  
of the National Confectioners' Association  
Atlantic City, May 24, 1932*

**A**T a time when the price level has been steadily falling for two years, we become painfully aware that profit margins have to be secured, if at all, not only by the maintenance of the price level, but also by reducing the cost level.

The trade associations of America have been facing a crisis in 1932. It is a more difficult job at such times to show trade association results than at any other time in business history, and yet the trade association is more needed in times such as these than ever before.

It is estimated roughly that the combined cash budgets of trade associations in 1930 amounted to about \$20,000,000—roughly, only one-fiftieth of one per cent of the total national income. To be sure, trade associations have been roundly criticized in some quarters. One of the outstanding newspapers of the country has continually carried news items adverse to the trade association movement, more particularly adverse to trade association executives.

This particular paper has, at least by inference, laid the weakness of the trade association movement at the door of the trade association executives rather than at the door of the trade association movement in general.

At the same time a good many changes have been taking place among the trade association personnel. There have been resignations among important trade association executives and resignations of others are impending. In some of these cases the weakness has not been that the trade association executive's program, but rather weakness in the tactics and strategy of the trade association executive himself.



In other cases, it is complete lack of a constructive program adapted to these times which has led to reorganization.

Undoubtedly, the trade association has come in for a great deal of discussion during the last year. When Mr. Gerard Swope, president of the General Electric Company, proposed his plan for the stabilization of business it was on the trade association, together with some adjustments of legislative policy, that Mr. Swope laid the chief burden of responsibility for a future program.

The stabilization program of the United States Chamber of Commerce, while considerably different from that of Mr. Swope, similarly recognized the trade association as an integral part of future business administration.

With so much discussion of the trade association going on, naturally business is asking itself: "What has

the trade association been doing that is economically constructive and what can it do in the next decade that is both economically and socially constructive?"

## **Trade Conditions in Next Decade Will Include Stiffer Competition**

In viewing the trade association outlook for the next decade, there are a number of assumptions that need to be made if we are to proceed on a sound basis.

The first is that technological developments will create stiffer competition between companies, between different elements in the industry and between whole industries than we have ever before experienced.

Consumer trends and consumer purchasing power may throw the balance all in favor of the cheaper lines of products that an industry creates or in favor of the small units of sale. Or, again, revival of consumer purchasing power may bring about in the next decade a period of prosperity especially for the luxury industries, but of stiff competition we can be absolutely certain.

## **Trend of Price Level Downward for Next Ten to Fifteen Years**

Secondly, except for short-term corrective movements, the trend of the general price level is likely to be gently downward for another ten, fifteen, or twenty years. Despite the protests against low price levels at the present time, experience in similar periods after a major war, such as the Napoleonic wars and our own Civil War, indicates that we have not yet had a decrease in the price level from the peak quite equal to that of the decline after previous wars. We may still have a reduc-



tion in the general price level of approximately 10 to 15 per cent.

This does not mean that there will not be short corrective movements, nor does it mean that there are not commodity price levels which have gone way below the point indicated or that there will not be corrective movements for commodities or groups of commodities, but, generally speaking, the accepted point of view of those who view the price question with some perspective is that no one should be confident of a permanent up trend in the general price level.

The consequence is that in order to do business profitably, practically all industries will have to find newer levels of costs, lower levels of cost of production, cheaper marketing costs, lower financing costs and lower administrative costs. At least, these costs will have to be lowered in terms of units of output.

#### Renewal of Merger Movement

It is also quite generally accepted that except in those lines of business in which the merger movement has about run its course, we may expect to see a vigorous renewal of consolidations and mergers as soon as financial conditions become favorable. The net result is an increasingly larger scale of corporate organization.

Industries in which there are many local units which serve local communities, which must be closely in touch with their communities are likely to be merged into what in effect, practically, will be chain systems. This has already appeared, for instance, in the confectionery industry as well as in the grocery industry and dry goods business and many other lines which, until recently at least, were regarded as the peculiar province of the small scale unit of enterprise.

#### No Substantial Change in Sherman Anti-Trust Laws

One of the most important assumptions which all trade associations need to make is that there is going to be no substantial change in the Sherman Anti-Trust Laws in the next decade. If the depression lasts long enough and if the export of raw materials from Russia to pay for her new capital equipment lasts long enough, there may be a change in public opinion sufficient to permit amendments that will exempt the primary, raw material or extractive

industries, such as lumber, oil, copper, etc., but the secondary industries, like confectionery, which supply consumer goods and especially those which supply industrial equipment, will undoubtedly not be relieved from the effects of the Sherman Anti-Trust Laws during the next few years.

Probably we will have to wait for another severe cyclical movement before they shall find exemption from laws that were established in an era of quite different economic and industrial conditions.

#### Trade Associations Have Stressed "Indirect Price Maintenance by Legal Means"

A great percentage of the energy and money that have been devoted to trade association activities in the last decade have been devoted to what may be called "indirect price maintenance by legal means." My own estimate is that this accounts for approximately eighty per cent of the time, knowledge and money devoted to trade associations. . . .

The phrase I have used, "indirect price maintenance by legal means," does not imply in the least that these trade association activities are illegitimate, illegal or against the law, nor does it necessarily mean that price maintenance is socially undesirable.

There is a whole school of thought which believes that there has been altogether too much solicitous interest in the consumer and in the public and that American business ought to be more profitable than it is—primarily as a result of higher prices.

I am one of those who, on the contrary, believes that essentially business cannot hope for much in the way of a higher price level for a considerable period of years and that during that period indirect price maintenance by even the most legal of means is not going to be effective even if the question of desirability from the point of view of the public were altogether overlooked.

There are a number of trade association activities which can be classed under indirect price maintenance that is legal. They are as follows:

1. Cost accounting activities.
2. Distribution of trade statistics.
3. Cooperative sales promotion and national advertising campaigns.
4. Tariff maintenance.

5. Open price quotations.
6. Trade practice rules and codes of ethics.

It happens that I believe in all of these activities, but for reasons rather different from those which are usually presented for these activities. I wish to discuss each of them briefly as follows:

#### 1. Cost Accounting Activities

There is much evidence that trade association members think of their cost activities largely in terms of price maintenance, the assumption being that individual members of an association will not sell below known cost. The first difficulty lies in the fact that members ask the pertinent question, "What cost?" Furthermore, the most progressive companies in an industry use the cost accounting plan of a trade association as a means of discovering where and why their costs are high and as a means, therefore, of getting their costs down. The net result is that the most progressive companies, as a result of cost accounting activities, are in a position to lower rather than maintain prices.

Trade association cost activities have a very fundamental value, but to me they are essentially valuable as a means of determining where costs are high, and, therefore, when and how to get the costs of the industry down.

#### 2. Distribution of Trade Statistics

To most trade association members the purpose of the distribution of trade statistics, such as total sales, stocks on hand, etc., has been to indicate whether the individual company is getting its share of the market and to some extent to prevent them from believing the weather reports and alibis brought in by salesmen regarding price-cutting by competitors. There is undoubtedly a large place for the distribution of sales statistics because they have a very definite bearing on the expansion of productive capacity and because they help to keep down the overhead cost of an industry in the form of excessive investment of capital, but, as for their preventing price cutting, I have my doubts.

#### 3. Cooperative Sales Promotion and National Advertising Campaigns

Altogether too many of these have been designed to force the market



and thus build a larger umbrella over an excessive productive capacity. No program of forcing the market has ever been successful for any length of time, and that applies to whole industries as well as individual companies. When temporarily successful, such programs almost inevitably result in an over-expansion of the industry and consequently in an excessive capital cost for the industry. When not successful, such cooperative national advertising campaigns simply add an additional operating cost. Cooperative trade association campaigns should reduce advertising and sales promotion costs for the industry if they are to be economically and socially sound.

#### 4. The Tariff.

Tariff maintenance activities also are a legal means of price maintenance. Whatever the merits of the tariff issue as respects an individual industry, it is important to be careful that the tariff does not encourage an over-expansion of the industry and consequent excessive capital costs that cannot be borne permanently.

#### 5. Open Price Quotations.

Many trade associations dealing with products that are comparable as to unit have used open price quotations as a means of maintaining a legally stabilized price situation. If an open price quotation plan is used to avoid discrimination between customers, it provides a healthy condition, but if it is used to maintain an artificially high level, it almost inevitably results in a price level which produces final over-expansion and final price chaos in the industry.

#### 6. Trade Practice Rules and Codes of Ethics

Many trade practice rules have to do basically with the question of price as affected by dealer advertising allowances, special discounts, free service, free designing, special replacement, excessive allowance on second-hand machines and too generous replacement policies on repair parts.

Undoubtedly many trade practices result in excessive and wasteful manufacturing, marketing and administrative costs which should be eliminated from the industry not only for the benefit of the industry, but also for the benefit of the customer who is the ultimate judge. Just as in the case of cost accounting

or in the case of trade statistics or in cooperative national advertising, a line of demarcation needs to be drawn in the case of trade practice rules and codes of ethics between the use of such tools to reduce costs of the industry in the interest both of the industry itself and of the consumer, and the use of such tools in legal yet artificial—and temporary—price maintenance.

#### Profit Maintenance and Trade Association Outlook for the Next Decade

**"IF we are to proceed on a sound basis in the next ten years there are a number of assumptions that need to be made," said Mr. Donald.**

1. Technological developments will create stiffer competition.
2. The trend of the general price level is likely to be gently downward for another ten, fifteen or twenty years.
3. A vigorous renewal of consolidations and mergers.
4. No substantial change in Sherman Anti-Trust Laws.
5. The Trade Association's opportunity lies in reducing the cost level instead of trying to raise the price level.

**"There are a number of trade association activities toward indirect price maintenance by legal means," Mr. Donald explained. They are:**

1. Cost accounting activities.
2. Distribution of trade statistics.
3. Cooperative sales promotion and national advertising campaigns.
4. Tariff maintenance.
5. Open price quotations.
6. Trade practice rules and codes of ethics.

#### Trade Association Opportunity Lies in Reducing Cost Level Instead of Raising Price Level

No one believes more than I in profitable American business and its importance to the community, to labor, to management and to government as well as to ownership. Re-investment of earnings is the basis on which technological progress, factory modernization, and investment in market expansion is built. But out of this depression we shall learn, I hope, that the profit margin can be widened not only by maintaining or raising price levels, but also by reducing the cost level. The growing opportunity of the individual trade association of the next

decade lies not in trying to get the buying dollar away from other industries, a program which contributes nothing to the national wealth, but rather in so reducing costs of the industry as to serve the customer better, either at a lower price or higher quality or both.

The next decade's job of the trade association is a positive program of helping industry to do business profitably within the price level at normal volumes of business. Less and less will it be what we have discovered to be a negative program of indirect price maintenance through legal means. Let it also be said that price maintenance is turning out to be not only negative but largely futile.

These legal, yet indirect, price maintenance tools existed at periods of prosperity when prices were relatively high. They also exist today in a period of depression when prices are relatively low. It would seem logical, therefore, to assume that it is factors other than in these activities that have the chief bearing on price levels. The relation of marginal supply to marginal demand is still vital.

Most of the trade association activities that we have outlined are extremely valuable, but their value will be greatly increased if their significance is given a positive cost reduction direction rather than a negative and futile indirect price maintenance objective.

#### Service Activities of N. C. A.—Provides Information

Let us consider for a moment, however, the activities of the National Confectioners' Association in the light of this general point of view. It seems perfectly clear to me that those activities with which I have become most familiar come within the classification which I have set forth as sound for this next decade.

The distribution of information to members of the confectionery industry through the various bulletins of the Confectioners' Association is a direct case in point. Members of trade associations are all too prone to under-value the information which they get in this way and more particularly to under-estimate the savings which trade associations afford by providing them with such information. The fact is that information secured from trade associations could not be secured by

## PROFIT MAINTENANCE

most members of the association except at an expense of executive time, postage, travel expenses and other effort at a cost that would be greatly in excess of the cost of the annual dues to a trade association.

### Trade Mark Service

The Trade Mark Service of the Confectioners' Association provides cooperatively at comparatively small expense to all members of the association what would otherwise be very much more expensive. For the individual members of the industry to retain an attorney every time a trade mark record had to be looked up or every time a trade mark search had to be made would be very expensive. As it is, the association practically provides this entire service at an almost nominal cost.

### Personal Information Service

Then, too, most members of all kinds of associations greatly underestimate the savings that they make as a result of the personal information service from the secretary's office as a result of correspondence. A trade association office is always a very convenient source of information. Over a period of years there accumulates in the records of the organization a great deal of information which answers inquiries of members quickly and rather completely.

The ingenuity of a member of the staff can save individual members in an association a great deal of time, money and effort. Association executives become expert in the process of running down information that most corporation executives could secure only at the expense of considerable time and might never secure at all.

When a member receives a letter providing him with just the information he wants, he rarely thinks of all the years of accumulation of knowledge, experience and acquaintance that lie back of a one-page reply to his inquiry. Nor does he make an estimate in dollars and cents of what it would have cost him to get the same information if he had sent someone on the train to run down the information or had written a number of letters to his various friends and put them to the expense of time and effort of giving him the information, each of them possibly duplicating what the other has given the inquirer. Without trade associations we would be going back, com-

paratively speaking, to the day when each of us pumped his own pail of water.

### Legislative Activities

Legislative activities which save the industry from excessive taxation or special taxation are equally constructive from the point of view of reducing the costs of doing business for an industry. The apparent success of the recent activities of the Legislative Committee of the National Confectioners' Association is an excellent example of a well-done job that never would have been accomplished had it not been for the National Confectioners' Association. Without the association this whole effort would probably have gone by default. Certainly, a few members of the industry could not have secured nearly so effective a hearing without the existence of the association.

### Transportation and Traffic Activities to Get Reductions

A good many associations are fairly active in transportation and traffic matters either in the way of getting a different classification for a commodity or by getting reduced rates. Sometimes such activities are opposed by various members in an industry and just what can be done by a trade association in this field depends on the particular situation. Often it is a very delicate matter that requires very careful handling, but just so far as the trade association is successful in reducing such costs, the costs of doing business for that industry are to that extent reduced.

### Reducing Manufacturers' Costs by Standardization

There are a great many relatively unimportant matters in which trade associations can save the members money. I ran into one particular example in the case of the National Confectioners' Association—namely, the printing of a form for application as salesman which apparently has been made available to the members of the industry at a saving to all members who have used this form. There is no particular reason why the same form cannot be used by any member of the industry. The same principle might be applied for other forms generally used by the confectionery industry.

This kind of activity, of which this is an example, is in the general field of cooperative purchasing, but it is also partially a question of

standardization of procedure for the industry and it often leads to economical methods of doing business which would not be adopted by units in the industry without the encouragement and help of the trade association.

Probably a number of opportunities in this direction could be unearthed by the National Confectioners' Association and carried through to completion with resultant economies for the confectionery industry.

### Classification of Trade Association Activities

Trade association activities are getting a good deal of re-evaluation at this time. I personally expect that there will be a good deal of emphasis and redirection in the next ten years. A very interesting survey has recently been undertaken by the United States Chamber of Commerce with the result that very soon a report on trends in trade association activities will have been published.

An excellent classification of trade association activities was first prepared with the cooperation of a committee of American Trade Association Executives. Personally, I should like to recommend that the National Confectioners' Association, possibly through a committee, should make a careful study of this document as soon as it is available with a view to determining just what trade association activities heretofore not undertaken by the National Confectioners' Association show promise of results for the confectionery industry, particularly results that lead to economies in the day by day operation of business. . . .

In conclusion and in summary, the argument is that the individual trade association, at least in all except extractive industries, must anticipate a degree of competition such as we have never before experienced or dreamed. In order to preserve the market we must think in terms of the needs of the market and we must get our costs down. It is only safe to assume that the price movement will be gently downward for a considerable period and that there will be no substantial change in the Sherman Anti-Trust laws. The positive program for the trade association for the next decade is to help the industry get its costs down so as to do business profitably within the price level at normal volumes.

# The A. R. C. Centers Program Around Open Discussions

**George C. Cobb, Worcester,  
Mass., Elected President  
for 1932-33**



*Backrack*

**T**HE Associated Retail Confectioners of the U. S. held their sixteenth annual convention at the Statler Hotel in Buffalo, May 31st to June 2nd. More than one hundred retailers registered and attended, the largest attendance of out of town delegates the association has ever had at an annual meeting.

Under the able leadership of Mrs. Ora Snyder, Chicago, President, the A. R. C. centered its three days' program around open discussions. From within their own membership it produced a program of far more significance and value than could possibly have been obtained from any other source. Particularly this year when it cost real money to attend a convention the members of the A. R. C. received full value in return. They discussed frankly their problems and told how they had increased savings and scales. New pieces were discussed, new methods of packaging, trends in advertising and window displays, the change of "peaks" in sales, and reduction of overhead, stepping up of production, percentage of rent to sales, and many other very vital questions.

It is an inspiration particularly at this time to meet with a group that are so earnestly endeavoring to maintain quality and price consistent with quality. Constructive thinking and exchange of ideas and methods suggest parallels to in-

dividual problems. There was not even a suggestion of discouragement among this group.

Mr. Anderson Pace, Advertising Counsel of the Association, led the open discussions.

## **Entertainment.**

The Buffalo Confectioners' Association was a royal host. The entertainment was well planned and carried out. A friendly atmosphere permeated the whole convention. A beef steak dinner at Orchard Inn, Canada, a dinner dance and a trip to Niagara Falls with a delicious dinner at the Gen. Brock Hotel were the outstanding social events.

## **Supply Field Exhibits.**

Several exhibits were set up by the Supply Field. T. C. Weygandt Co., New York, Fred Amend Company, Danville, Ill., Savage Bros., Chicago, Ill., Ross & Rowe, New York, American Lecithin Company, Atlanta, Ga., W. & F. Mfg. Co., Buffalo, N. Y. had displays. Mercens Chocolate Company, Buffalo, N. Y. had an attractive box of their chocolate specialties at each place at the banquet tables. Several other supply firms had representatives in attendance.

## **Advertising Exhibits.**

Posters bearing series of advertisements used by various firms were on exhibit. Awards were made to three concerns for outstanding displays. First prize was given to Fred Sanders, Detroit, for

the success of the store newspaper they distribute, — "Sanders Good Things to Eat." It is "published weekly in the interest of the twelve Sanders stores in Detroit, for the purpose of acquainting homemakers with Sanders' products."

The second prize went to the Ernest Wilson Company, San Francisco, for the small type of standardized advertisements because they are distinctive—in signature, in set-up, in typography and general layout of advertisement.

Wieda's, Inc., Newark, received the third prize and was based upon a peculiar type of advertising which is almost a reader, one column ads addressed to a particular somebody (the newly wed, etc.). The easily flowing copy is distinctly different from the usual set-up and type of merchandising pronouncements.

## **Awards for Candy Exhibits.**

Only out of town exhibitors qualified for prizes. Consideration was given to percent or per penny amount of quality, volume, packaging and their characteristics in evidence. Tests were made for taste and palatability. Timeliness of item also entered into the consideration.

First award was given Dimling's Candy Shops, Pittsburgh, on all around summer box assortment displayed in one and two pound boxes selling at 60c. Second award given was to Fred Sanders, Detroit, for 40c outing assortment displayed in one and two pound boxes.



Another award went to F. G. Jensen & Son, Inc., Springfield, for best assortment retailing at one dollar per pound. The award for best assortment of candy retailing at 75c per pound went to Reymer & Bros., Inc., Pittsburgh. This box was called Reymer's Nut Cherries. The award for the best assortment retailing at 50c a pound went to The Ernest Wilson Company, San Francisco. This was an Easter box of chocolates with a cross of white bon-bons formed in center.

Three Buffalo concerns were given honorable mention: Unter-ecker's, McDoel's and Betty's Colonial Sweets. They were not eligible for prizes as local concerns were eliminated.

#### Present Conditions Among Retailers

Mr. George C. Cobb, Worcester, Mass., spoke on "Had we ought to reduce prices and how much?" He discussed reductions that have been made in raw materials and overhead expenses and consistent with the reduced incomes of customers prices should be lower. Customers are price conscious today and to retain their confidence they must be met with good candy at fair prices. It is not necessary to compete with cut price candy stores, but show that your candy is sold at 1932 prices and not at 1929 prices. Perhaps retail prices were not reduced fast enough.

Mr. Cobb also spoke about the increase of holiday business; in fact, they had the best holiday season this last year that they have ever had, but between holidays business has fallen off to a great extent.

Mr. Al Herz of St. Louis, Mo., spoke of reduced overhead and the adjustment of prices. Mr. Herz spoke of readjustment of prices and

## A. R. C. Officers for 1932-1933

### President:

**George C. Cobb**  
Worcester, Mass.

### First Vice-President:

**Ernest Wilson**  
The Ernest Wilson Co.,  
San Francisco, Calif.

### Second Vice-President:

**Herbert Dimling**  
Dimling's Candy Shops,  
Pittsburgh, Penn.

### Secretary-Treasurer:

**Wm. D. Blatner**  
Chicago.

### Executive Committee:

**Mrs. Ora H. Snyder**  
Chairman, Chicago.

**Al Herz**  
Herz Candy Company,  
St. Louis.

**Laurence Lord**  
I. F. Lord & Son,  
Portland, Maine.

**W. W. Kolb**  
Newark, N. J.

**Fred W. Sanders**  
Sanders', Detroit, Mich.

**Theodore Marquetand**  
Marquetand's,  
Philadelphia.

**Wm. Albern**  
Brooklyn, N. Y.

**Miss Doyle**  
McNally Doyle Co.,  
Cleveland.

overhead. He summed up as follows:

"With rare exceptions everyone of us has had experiences in the past twelve months, the like of which we have not had a yard stick or measure to guide us. Everyone is interested to know what the other

fellow is doing to meet the situation.

"Remember the present is never the mark of our designs; we should use both the past and the present as our means and instruments and the future only as our object and aim. We can go forward. We can go backward. One thing alone we cannot do. We cannot stand still."

### New Type of Advertising

Mr. Charles Welch, of Sanders', Detroit, said that with the consumer in a price conscious mind they had only one outlet—to reduce prices. They have not cut salaries but stepped up labor, and spent more time on personnel readjustments.

He spoke of their experience in advertising and told how they had finally developed a house-to-house organ, a newspaper of their own. It consists of four sheets devoted entirely to Sanders' products. It is a merchandising paper and is distributed through an area of about four square miles surrounding each of their twelve stores. They distribute 85,000 every Thursday featuring Friday and Saturday specials. They have done a tremendous good in increasing consumer count.

Mr. Welch also spoke about their efforts for small unit sales which has increased the number of customers coming into their stores.

### Open Forum Discussions

**Premiums**—It was the consensus of opinion that premiums add nothing to sales and retailers who have tried it were sorry they turned to it for stimulating sales. Quality candy at the right price is good merchandising.

**Parcel Post Deliveries**—Charges are made for parcel post plus a packing charge. Shipment is guaranteed by the retailer. Some



(A. R. C. Conventionites in front of Statler Hotel, Buffalo)



retailers have the customer address the label; and others have the clerks write the label in duplicate, the customer putting their O. K. on the file copy of the order. Some retailers deliver free of charge within the city in which they operate, and others charge for less than \$1.00 sale.

**Uniforms and Appearance of Employees**—Most of the members have their employees in uniforms furnished either by employer or the girl. Laundry is taken care of by the girls in most cases. One large retailer has just inaugurated a plan of sending his girls to have a manicure and hairdress once a week. It has made a great difference in the appearance of his stores, he states. The girls' personal appearance and cleanliness are either an asset or liability in any candy shop. It is a great aid to the candy industry to have retailers guard the handling of candy.

Candy tongs are found to retard the packing of candy. Using a square of tissue paper to handle each piece facilitates packing.

**Commissions**—A few retailers pay a sales commission in addition to a regular salary. They believe it makes the sales people more alert and attentive. One retailer pays the store manager a bonus on sales. The manager keeps 50% and the other 50% is divided among her girls.

**Rent**—Rent averages from 6% to 12% of gross sales. However, in some shops high rents have not been reduced one shop was as high as 28%. The average taken of

members who reported was slightly in excess of 9%. Local conditions govern very much this percentage, as also the raw material cost.

**Better Packaging**—This is not the time to demonstrate fancy boxes was the consensus of opinion. Box bands are used to dress up a plain box and to make it appropriate for special days. Transparent bags are popular, also transparent paper covering for window displays is recommended. Signs covered loosely with Cellophane preserve the signs and add to the life of the sign.

**Advertising**—Forms of advertising are changing but per cent of appropriation devoted to advertising is being maintained and in some instances increased. Radio advertising was found ineffective in most cases, also metropolitan newspapers. Shopping news sheets and neighborhood papers seemed most effective. Sanders in Detroit found their own newspaper, Sanders' Good Things to Eat, the most productive type of advertising.

**Window Trims**—Retailers have found window demonstrations good sale stimulators. Some of the successful demonstrations mentioned were: Mrs. Snyder dipped muscat grapes in bon-bon coating. Hilliard's whole store is arranged as a window demonstration. They have as much as possible in sight of the potential customer. Mr. Goldberg dips various items in his windows first to stimulate sales and second to continue in the minds of the people they are still in the home-made business.

Some retailers feel that a window

can only accommodate a limited crowd and it keeps others from seeing what is in the window and from getting into the store.

Windows are trimmed frequently, particularly where a store runs specials. Special days are featured over perhaps a period of a month, using the same background or general theme in the window but changing goods featured.

Clean windows and window drapes are very essential.

**Trends**—Business peaks in cities are shifting from Saturdays. The suburban stores still have their peaks on Saturdays. Holiday business seems to have increased and volume between holidays decreased.

Sweetest Day seems to have lost its popularity in most centers. A good many groups do not even feature the event any more. Buffalo, to the contrary, has found that united effort on the part of their local association has made an institution out of Sweetest Day in Buffalo. In 1931 their business on this day was twice in volume of the business done the Saturday before and Saturday after Sweetest Day.

Candy retail prices have been reduced by all but a very few retailers.

#### Local Associations

Mr. Albern, vice president of Confectioners & Ice Cream Manufacturers' Protective Association of New York, told of some of the things that organization is doing for its members in the way of protective legislation, insurance, etc. Local associations can prove a constructive force in any community.

## The President's Report

MRS. SNYDER in her annual report said in part:

"We are gathered here in Buffalo for a three-day convention and it is the sixteenth time we have come together for the discussion of our mutual problems. During this span of years we have traveled a long road—at times smooth, at other times rough. All of us are marred, some of us badly scarred, but still fighting a brave battle—dominated by the belief that blue sky and clear sailing await those who stick to the helm and guide their ship courageously and carefully through the troubled waters.

#### Give Freely from Our Book of Experience

In reading through our Souvenir Convention Program I was very much impressed by the words of Francis Bacon, quoted by Mr. Cortelyou—"That the virtue of prosperity is temperance and the virtue of adversity is fortitude. Present troubles are partly due to lack of temperance in times past, and certainly there are many whose current fortitude is a pretty thin affair." Regardless of abundance in the past, what we need to exercise now, more than ever before, is fortitude; a willingness and a keen desire to sur-

mount present obstacles dominated by a strong faith in ultimate victory. Let us resolve at this time to chase away the blues and pessimism and clothe ourselves in the cloak of fortitude—inspired with a desire to aid one another by giving freely from our book of experience to the end that each and everyone here may depart for his or her home on Thursday night benefited by the contact, association and fellowship with his fellow craftsmen.

Through the pages of the A. R. C. Sales Service you have been continuously advised of the association affairs and of matters pertaining to our industry.

#### Excise Tax

Every possible avenue of ap-

## A. R. C. CONVENTION PROGRAM

proach has been taken advantage of in an effort to present fairly and honestly the manufacturing retail confectioner's position on the 5% excise tax on candy, which was embodied in the Revenue Bill. Back in the war days we at least had prices to help offset the tax—now we are forced to sell our merchandise on a very narrow margin in a diminishing market, with the per unit sale as well as gross sales reduced to the lowest ebb we have ever experienced.

### Looking Backward

Last year I spoke of the panic of '93 and since then I have been doing a little research and I find that the panic of '93 was a baby compared to others which preceded it. Let's go back to '57 when mobs were parading the streets with banners marked "Bread or Death." Threats were made on the banks and Federal troops were called out for protection. Interest rates rose as high as 100%, banks and individuals hoarded money until it was almost an unknown quantity. One-fifth of our railroad investment was sold under foreclosure, and yet we managed to pull through both of these dreadful, almost unbelievable, panics with a smile.

I dislike very much bringing in such pessimism in my report but I only tell you this for encouragement, for I want you to realize fully that present conditions can not last very much longer. During the past fifteen or twenty years anyone could start in business and make a reasonable success by simply buying and selling, but it takes a real merchant these days to keep going, and those of us who will put our shoulders to the wheel and steer our ships steadily are bound to come through with flying colors.

### Building the Future

In these days what is demanded of us is that we open our minds wider and hold to tradition and custom with a relaxed grasp. There is no question but that the mixing of ideas and brains with extra selling effort will make money for us even in hard times, the old fashioned term for depression. I do not mean that one should spend more money in production but I do believe that one should put extra effort and new ideas in merchandising—get out new, inexpensive packages—cleverly designed; something with real

selling appeal. We know that this is a buyer's market but human nature is the same, and by throwing glamour around your products you can make them seem more desirable, and make people want them. Be original. My impression of many American business men today is a pathetically, frightened figure, sometimes afraid of his own shadow. These are days when we must fight and we can not do it by simply wishing. Let's have more backbone and less wishbone—that's what we all need. It is painful to note the way the average person balks at innovation or new ideas—says it's impossible, impractical and simply can't be done. It can be done, by applying hard work.

### Piracy in the Industry

The greatest menace I see is the pirate in the industry. The merchant who undersells his competitors simply to have a turnover of money can only do so for a given length of time without having a check-up by his bankers and others.

### Association Status

Since our last convention we have sustained some loss in membership—some of our former members have gone bankrupt, some have gone out of business and others have dropped out through sheer inability to pay their dues. If all membership dues were paid, that are past due, the association would show an even more substantial cash balance in the bank than it does. In spite of these delinquencies the association is still in the black; a splendid testimonial to our secretary and treasurer who has proven a fine watch dog of the association's exchequer."



**NATIONAL LICORICE COMPANY CATALOG**—A 24-page booklet has just been issued by the National Licorice Company describing in some detail its many licorice items. This is a handsomely gotten up booklet and is printed in colors. It contains a foreword giving a brief history of licorice, the world's oldest known confection. Copies may be had for the asking by addressing The National Licorice Company at any one of its three branches,

Brooklyn, N. Y., Moline, Ill., or Philadelphia, Pa.

**RESEARCH PAPER NO. 426**—It is the intention of this 40-page booklet, prepared by Messrs. Richard F. Jackson and Joseph A. Mathews of the Bureau of Standards, to contribute data on the physical properties of levulose and on reduction methods for its estimation. Copies are for sale by the Superintendent of Documents, Washington, D. C.

**WING SAFETY VENTILATING FAN**—An 8-page pamphlet designated as Bulletin F-5 is now available giving construction details and specifications of the Wing-Scruplex Safety Ventilating Fan. It also includes descriptions of other heating and ventilating products manufactured by this company. Copies may be had by writing L. J. Wing Manufacturing Co., 154 West 14th St., New York City.

**ANCHOR AMERSEAL CAP**—This is a new 20-page booklet propounding the advantages of Amerseal caps. It also covers in some detail the importance of the closure for purposes of proper protection of the container's contents. Copies may be had by writing Anchor Cap & Closure Corporation, 22 Queens St., Long Island City, N. Y.

**NATIONAL DRUG STORE SURVEY CONFERENCE PROGRAM**—This 4-page booklet gives in addition to the Conference program information about railroad rates, hotel reservations and other items of interest to those who contemplate attending the Conference to be held in St. Louis April 26th and 27th. Copies may be obtained by writing to National Drug Store Survey Committee, 4588 Parkview place, St. Louis, Mo.

### Free Trip to Europe.

THE same unique plan for defraying the cost of an overseas trip to the Leipzig Trade Fair which was adopted last year will again be offered to American buyers this year. The expense of the round trip will be refunded at Leipzig on the basis of orders placed at the fair, which will be held from August 28th to September 1, 1932. In spite of the world's economic troubles, the Leipzig Fair continues to be the greatest of international exchanges. This fair, which was inaugurated seven centuries ago, will include some 8,000 exhibits of the newest products of every phase of human activities contributed by 25 or more countries. It is estimated that some 125,000 buyers and exhibitors from every part of the globe will visit there this fall.

Detailed information concerning the opportunities for international trade at the fair may be obtained from any one of the score of representatives maintained by the Leipzig Trade Fair throughout the United States, or by addressing the Leipzig Trade Fair, Inc., 10 E. 40th street, New York City.

# Canadian Confectioners Convene at Montreal

## Enthusiastic Gathering Attends Fourteenth Annual Meeting of the Confectionery, Biscuit and Chocolate Industries of Canada at Montreal

By WILFRED REEVES

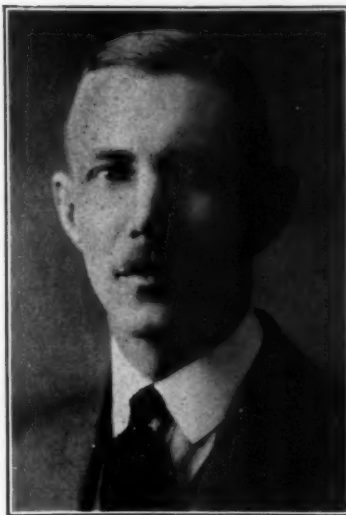
**W**E packed all our Convention sessions into one day this year. Pass the news along that it worked well. Conventions are peculiar things attended by peculiar people—at least they are peculiar when attending Conventions. About 90 per cent of these people—jocularly referred to as delegates—seem to prefer a stuffy hotel room, and a few noisy companions, to a large meeting room and a brilliant speaker. The longer the Convention lasts the fuller the guest rooms, and the emptier the meeting rooms. Am I right?

So the fourteenth Annual Convention of the Confectionery Biscuit and Chocolate Industries of Canada (hereinafter to be referred to as the party of the first part—and what a party) was confined to one day in the Mount Royal Hotel, Montreal, on Tuesday, May 17, 1932. It was one of the best attended, and most enthusiastic gatherings in the history of the Association. Since the sessions only lasted one day, everybody turned out, and the speakers all had sizeable and interested audiences.

### No Banquet—Fewer Speeches

But wait! There are more innovations. The Annual Banquet was entirely disposed of. In the past our Annual Banquet has always been a brilliant function at which the biggest politician that could be so persuaded, gave us an address, and was guest of honor. This year we dispensed with the politician and the expense of the banquet at one fell swoop. The money saved by the delegates was appreciated, and the politician, caviar, roast turkey, etc., were not missed at all.

And then—still more innovations—speakers were cut down to a minimum. Did you ever see a speaker cut down to a minimum? Come to Canada next year and we'll show you how it's done. It was felt that the most useful thing about any Convention was the free interchange of ideas, experiences, opinions, etc., on the part of the delegates. While set speeches have their instructive and inspirational value, the open conference is more likely to bring practical and valuable results.



**Mr. Geo. S. Moffat**  
General Sales Manager of Moirs,  
Limited, Halifax, who was re-  
cently elected President of the  
Confectionery Biscuit and Choco-  
late Industries of Canada at the  
annual convention in Montreal

Two open conferences were held—one in the morning, and one in the afternoon. The morning conference was an open discussion on "New Avenues for Co-Operative Effort." At this time the assembled delegates discussed new ways of using the Association office and officers, and the whole co-operative body, for the betterment of the entire industry. Among the possibilities discussed were: Uniform Cost System, Co-Operative Advertising, General Publicity, an extension in the field of the official publication, The Confectionery Journal, and so on.

In the afternoon the main conference dealt with "Advertising, and Distribution Costs." This conference was preceded by two brief addresses, one on "Radio Advertising" by E. W. Brodie, Radio Specialist of A. McKim, Limited, Advertising Agents, and one by the popular

E. J. Roberts, Sales-Manager of the W. M. Lowney Company in Canada, who spoke on the "Value of Co-Operation in Advertising."

### Advertising Co-Operatively

To demonstrate the value of the conference sessions, we may tell you of an interesting point that was brought out in the discussion on advertising. Co-operative advertising has been discussed in Canada ever since the National Confectioners' Association started their campaign many years ago. Nothing has been done in this country, although—on our invitation both George Williamson, chairman of the N. C. A. Advertising Committee, and C. J. Nadherny, former advertising manager, have addressed our Conventions. But there has been no co-operative advertising in Canada. The question comes up at every Convention but nothing is done, which may, or may not be a good thing.

But this year—this year is different. This Convention has hit upon a new and novel idea. While Mr. Roberts has been asked to go into details of the success or failure of the U. S. campaign, and to report to our executive, there is something else in the wind. It is co-ordinated advertising, or co-operation in advertising. Let us elucidate. As a result of a lengthy discussion on the subject, it was felt that many of the general truths about candy, which no individual advertiser wishes to use on his own, could be incorporated into the advertising of every member of the association. For instance, several good slogans, with an educational value, could appear in every candy advertisement, on billboards, in newspapers, etc., and on the radio. Every advertiser would use the same slogan. Further—short items of general information about candy could be distributed from a general clearing-house, and the advertisers would agree to incorporate these items in their own advertising in some way. And so on. The idea has many possibilities, and is well thought of by all delegates.

### Other High Spots

Just because we dispensed with the annual banquet it must not be thought that



**Newly-Elected Executives****Confectionery, Biscuit and Chocolate Industries of Canada**

President—Mr. Geo. S. Moffat, Moirs, Ltd., Halifax, N. S.  
 First Vice-President—Mr. J. Ross, Viau Biscuit Corp., Montreal.  
 Second Vice-President—Mr. H. W. Hunt, Hunt's, Ltd., Toronto.  
 Honorary Treasurer—Mr. C. J. Bodley, C. J. Bodley, Ltd., Toronto.  
 Secretary-Manager—Mr. W. E. McMurtry.

**Executive Committee**

F. T. W. Saunders, Chairman, J. S. Fry & Son, Ltd., Montreal.  
 A. D. Ganong, Ganong Bros., Ltd., St. Stephen, N. B.  
 E. Littler, W. M. Lowney Co., Ltd., Montreal.  
 F. McCormick, Canada Biscuit Co., Ltd., London, Ont.  
 W. J. Miller, Montreal Biscuit Co., Ltd., Montreal.  
 M. Neilson, Wm. Neilson, Ltd., Toronto.  
 F. P. O'Connor, Laura Secord Confections, Ltd., Toronto.  
 W. A. Patterson, Patterson Chocolates, Ltd., Toronto.  
 J. H. Pavey, Pavey Candy Co., Edmonton, Alta.  
 W. Robertson, Robertson Bros., Ltd., Toronto.  
 C. E. Spooner, Willards Chocolates, Ltd., Toronto.  
 P. Vaillancourt, Vaillancourt, Ltd., Montreal.  
 J. Wardropper, Rowntree & Co., Ltd., Toronto.  
 F. J. Waud, McCormick Mfg. Co., Ltd., London, Ont.

we did not eat on our great day in Montreal. We had two official gatherings for the purpose of food, fun, and folly.

The annual luncheon was held at noon (a good time to hold a luncheon, by the way) and Mr. Paul Vaillancourt of Vaillancourt, Limited, Montreal, delivered the address. Mr. Vaillancourt said in part:

"I commend you for your courage in coming to this Convention at this time." He went on to stress the great need for unity at the present time. "Our customers are taking our money, the government is taking our money. We are having hard times, and to get to better times we must survive. To survive we must unite." To illustrate conditions today as he saw them, he told the story of the man who always bought shoes too small to fit him. The man explained that he did this because it was so nice when he took the shoes off. The speaker assured us that it would also be nice for us when we got out of our present tight place,

and he added that such times as these were undoubtedly needed for us to properly appreciate prosperity.

And then the stag party. A stag party of Canadian confectioners in Montreal must really be seen to be appreciated. The way this party is arranged each year may be interesting. Tickets are given—without charge—to every registered delegate at the Convention. All the money for expenses is subscribed by the associate members of the Association. This year the Montreal associate members footed the bill, next year it will be the Toronto members, just as it was last year. The free ticket includes a sumptuous repast with all the trimmings; a liberal supply of the various bottled substances for which Montreal is famous, and a program in which the most alluring of the female sex appear and exhibit their talents, vocal and terpsichorean. It was certainly a good party; little wonder no one missed the banquet!

**Business Outlook for Industry**

(Continued from page 32)

means of eliminating wasteful guess-work with regard to production, sales, prices and costs, the candy industry has shown the way to many others in attempting to improve its methods, plan its sales so as to balance production more profitably.

**Using Facts for Definite Plans Through Voluntary Cooperation Next Step Important to Industry**

Having obtained the facts which

make possible effective planning, the next important step is the definite formulation of plans by some such responsible trade agency as your association or your newly formed "Candy Institute," followed up and accompanied by such suitable educational programs as will assure voluntary and whole-hearted cooperation in making the plans effective by the responsible individual units in the industry. In the furtherance of this most desirable objective you can count wholly upon the energetic and sympathetic cooperation of every necessary branch of the

Department of Commerce to help out and consummate such planning for "stability and profits."

**TRADE MARKS for Registration**

*THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.*

*Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.*

**LAND O' LAKES**, butter oil, namely, milk fat extracted from butter and adapted for use in the manufacture of ice cream and candy, ice cream, chocolate malted milk, etc. Use claimed since Jan. 1, 1928. Land o' Lakes Creameries, Inc., Minneapolis, Minn.

**Elephant head design**, chocolate, sugar, etc. Use claimed since Jan. 12, 1929. Joseph Tetley & Co., Inc., New York, N. Y.

**JAEGER'S SNOWBALLS**, cakes. Use claimed since June 23, 1931. Oswald Jaeger Baking Co., Milwaukee, Wis.

**YELLOW GOLD**, candy bars. Use claimed since July, 1925. The D. L. Clark Co., Pittsburgh, Pa.

**GODCHAUX'S** and design, sugar. Use claimed since March 8, 1927. Godchaux Sugars, Inc., New Orleans, La.

**SOLCO BRAND**, chocolate flavored syrup or powder, being the soluble constituents of the cocoa bean in solution or dehydrated to form a powder and used as a flavoring in prepared foods, icings, cakes and so on. Use claimed since July 22, 1931. Choice Foods, Inc., Detroit, Mich.

**BEANETTS**, confection consisting of large whole beans cooked and salted after the cotyledons thereof have been partially separated. Use claimed since Feb. 1, 1931. Beanetts Mfg. Co., Seattle, Wash.

**PLEE-ZING**, chewing gum and candy. Use claimed since September, 1919. Dilling & Co., Indianapolis, Ind.

**IF IT'S NALLEY'S IT'S GOOD**, potato chips, honey, etc. Use claimed since Jan. 15, 1923. Nally's, Inc., Tacoma, Wash.

**KIDDIECORN**, popped corn, crystallized pop corn, chocolate treated pop corn. Use claimed since Nov. 4, 1931. William H. Kellogg, Battle Creek, Mich.

**Representation of a potato, for candy**. Use claimed since Oct. 2, 1931. Idaho Candy Co., Boise, Ida.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. This month it is marshmallows, fudges and caramels. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

## Marshmallows, Fudges and Caramels

### Code 6A 32

#### Butterscotch Taffy—6 small pieces—5c

(Purchased at a newsstand in New York City)

**Appearance of Package:** Fair. Each piece individually wrapped in wax paper and put in glassine bag.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** While this candy is of good quality it is high priced.

### Code 6B 32

#### Chocolate Covered Marshmallow Bar—1¾ ozs.—5c

(Purchased in a hotel lobby, Brooklyn, N. Y.)

**Appearance of Bar:** Good.

**Coating (Bittersweet):** Good.

**Marshmallow—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best marshmallow bars examined by the Clinic.

### Code 6C 32

#### Assorted Caramels—1¾ ozs.—5c

(Purchased in a retail candy store, New York City)

**Appearance of Package:** Good. It contains six wrapped caramels in a tray covered with transparent cellulose.

Vanilla plain, vanilla marshmallow,

chocolate plain, chocolate marshmallow.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good 5c package of wrapped caramels. This package had no name of manufacturer on it. Considerable trouble can be avoided by taking care that name and address of manufacturer appear on the wrapper.

### Code 6D 32

#### Chocolate Covered Marshmallow Bar—2 ozs.—5c

(Purchased in a retail candy store, New York City)

**Appearance of Bar:** Small.

**Chocolate Coating:** Very cheap tasting.

**Marshmallow—**

**Color:** Good.

**Texture:** Tough.

**Taste:** Good.

**Remarks:** This marshmallow bar is not up to standard.

### Code 6E 32

#### Chocolate Fudge—1¼ ozs.—5c

(Purchased at a newsstand, New York City.)

**Appearance of Package:** Fair. One piece of uncoated fudge in a printed glassine bag.

**Color:** Too light.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good fudge but very small for a 5c seller.

### Code 6F 32

#### Assorted Caramels—5 pieces—5c

(Purchased at a newsstand, New York City.)

**Appearance of Package:** Good; 5 pieces of wrapped vanilla and chocolate caramels in a tray covered with transparent cellulose.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** These are good 5c caramels.

### Code 6G 32

#### Bulk Caramels—1 lb.—\$1.00

(Purchased in retail candy shop, New York City)

**Vanilla Caramels—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Chocolate Caramels—**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** While these caramels were of good quality they are high priced at \$1.00 the pound.

### Code 6H 32

#### Milk Chocolate and Peanut Covered Marshmallow Bars—3 pieces, 1¼ ozs.—5c

(Purchased at a newsstand in New York City)

**Appearance of Package:** Good.

**Coating:** Good.

## THE CANDY CLINIC

### Marshmallow—

Color: Good.  
Texture: Good.  
Taste: Good.

Remarks: This is a large and good quality 5c package.

### Code 6I 32

#### Chocolate Fudge Bar—2 ozs.—5c

(Purchased at a newsstand in New York City)

Appearance of Bar: Good. Wrapped in transparent cellulose.

Color: Good.  
Texture: Good.  
Taste: Good.

Remarks: This is one of the best fudge bars examined by the Clinic.

### Code 6J 32

#### Chocolate Fudge Bar—2 ozs.—5c

(Purchased at a newsstand in New York City)

Appearance of Bar: Fair. Printed transparent wrapper.

Color: Good.  
Texture: Dry and hard.  
Taste: Fair.

Remarks: This is not a good fudge bar, does not come up to standard.

### Code 6K 32

#### Walnut Chocolate Fudge—2 ozs.—5c

(Purchased at a newsstand in New York City)

Appearance of Bar: Good; transparent wrapper.

Color: Good.  
Texture: Good.  
Taste: Good.

Remarks: This is a good walnut fudge bar.

### Code 6L 32

#### Chocolate Covered Fudge Bar—(no weight)—5c

(Purchased at a newsstand in New York City)

Appearance of Bar: Small.  
Chocolate Coating: Fair.

### Marshmallow—

Color: Good.  
Texture: Tough.  
Taste: Fair.

Remarks: This bar is not up to standard.

### Code 6M 32

#### Marshmallows—4¼ ozs.—10c

(Purchased in a department store, San Francisco, Calif.)

Appearance of Package: Good. Folding box, wrapped in wax paper.

Color: A trifle yellow.  
Texture: Tough.  
Taste: Good.

Remarks: These marshmallows were not up to standard and are somewhat high priced. The manufacturing process needs checking up or perhaps the formula needs checking.

### Code 6N 32

#### Caramels—2 ozs.—5c

(Purchased in a chain cigar store, San Francisco, Calif.)

Appearance of Bar: Good. Wrapped in transparent cellulose.

Color: Good.  
Texture: Good.  
Taste: Fair.

Remarks: This caramel is cooked very hard and had a scorched taste, more like a taffy than a caramel.

### Code 6O 32

#### Cream Fudge—2 ozs.—5c

(Purchased in a retail candy store, New York City)

Appearance of Bar: Small. A square chocolate fudge bar in a glassine bag.  
Color: Good.

Texture: Entirely too dry and hard.  
Taste: Fair.

Remarks: This bar is certainly not in the 5c class; this type of fudge is sold at 1c a piece.

### Code 6P 32

#### Fudge Bar—2 ozs.—5c

(Purchased in a restaurant, Chicago, Ill.)

Appearance of Bar: A trifle small. Packaged in a printed transparent wrapper.

Color: Good.  
Texture: Dry and hard.  
Taste: Fair.

Remarks: This fudge bar is not up to the standard of 5c fudge bars.

### Code 6Q 32

#### Toasted Marshmallow Bar—1¾ ozs.—5c

(Purchased in a sandwich shop, Chicago, Ill.)

Appearance of Bar: Good. Transparent cellulose wrapper used.

Texture: Very tough.  
Taste: Fair.

Remarks: This is a poor eating marshmallow bar. The marshmallow was too tough but the coconut had a good taste.

### Code 6R 32

#### Assorted Caramels—1 lb.—29c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. An open tray of wrapped caramels, wrapped in transparent cellulose.

Assortment: Vanilla, vanilla marshmallow, vanilla and colored gums, plain chocolate and chocolate marshmallows.

Vanilla: Good.  
Vanilla and Gums: Fair.  
Vanilla Marshmallow: Good.  
Chocolate Marshmallow: Good.  
Plain Chocolate: Good.





Remarks: The texture and flavor of these caramels were only fair, but at the price of 29c a pound nothing can be said.

Code 6S 32

**Assorted Caramels—8 ozs.—25c**  
(Purchased in Retail Store, San Francisco, Calif.)

**Appearance of Package:** Good.

**Box:** Extension type in peach color, printed in gold, tied with blue ribbonzine. Neat and attractive.

**Appearance of Box on Opening:** Good.

**Assortment—**

**Plain Vanilla Caramel:** Taste, bad.

**Plain Chocolate Caramel:** Fair.

**Vanilla Nut Caramel:** Fair.

**Chocolate with Pink Marshmallow:**

Fair.

**Vanilla with Pink Marshmallow:**

Fair.

**Remarks:** This caramel is not good tasting. Texture and colors are good but caramels are not up to standard. Tastes like very cheap caramel. Suggest the formula and the raw materials used be checked up.

Code 6T 32

**Assorted Fudge—1 lb. or over—49c**

(Purchased in a Chain Store, San Francisco, Calif.)

**Appearance of Package:** Fair.

**Box:** White folding, printed in green, tied with orange ribbonzine.

**Appearance of Box on Opening:** Good.

**Assorted Fudge in Cups—**

**Pistachio:** Good.

**Pineapple:** Good.

**Strawberry:** Too much color used.

**Remarks:** This fudge eats more like a fondant with cream or condensed milk. The flavors are good but this fudge is not up to standard.

Code 6U 32

**Chocolate Dipped Caramels—1½ ozs.—5c**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good. Eight pieces of chocolate-covered caramels on a cardboard, wrapped in cellulose with gold and red seal.

**Chocolate Coating:** Good for this priced goods.

**Center:** Vanilla caramel: Good.

**Remarks:** This is a good 5c package of dipped caramels.

Code 6V 32

**Bittersweet Fudge—2½ ozs.—5c**  
(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good. White printed transparent wrapper.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good 5c fudge bar.

Code 6W 32

**Nut Caramel Bar—2 ozs.—5c**  
(Purchased in a sandwich shop, Chicago, Ill.)

**Appearance of Bar:** Good. Caramel bar with pecans on top. Wrapped in transparent cellulose.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best caramel bars examined by the Clinic.

(Continued in July issue)

## Eric Lehman Chats About

# Fudge, Marshmallow, Caramels

**F**UDGES, marshmallows and caramels are some of the oldest candies in the business and the most often abused.

Fudge is fine candy, if made with good raw materials and with care. Any number of formulas can be had for fudge, but sugar, cream and butter are the best raw materials. But in place of butter and cream, we often find the cheapest kind of caramel paste, evaporated milk, milk powders, etc. We also find fudges full of cheap coconut oils and even lard. The five cent fudge bar lends itself to this abuse most frequently. Some bars are hard and tasteless. Some so-called chocolate fudge may taste like fondant with cheap, tasteless cocoa camouflaging it to look like chocolate. Some bars are of good size and quality as shown by the clinic analysis this month, but some are very small and of poor quality.

Some manufacturers have tried to put out fudge in one-half and one-pound packages and have met with failure as the nature of this piece will not "stand up" for any length of time. Retail stores can handle fudge that is home made or made by a local manufacturer. Some fudge bars are wrapped in moisture proof transparent cellulose. This transparent cellulose has a coating of lacquer that gives the fudge an added taste. While this lacquer is not harmful, regular transparent cellulose will answer the purpose if sealed.

Caramels we find are not consistent in price or quality. Some caramels are highly priced and of poor quality, some reasonably cheap are of good quality. Again, we find caramels made of the cheapest kind of caramel paste, evaporated milk

and milk powders. Most of the cheap caramels are poor tasting. Regardless of what flavor they are supposed to be, some taste as if they had starch or flour in them and the chocolate caramels in many cases taste as if they were made from scrap. Some kinds of scrap work out very well in caramels but any kind of scrap will not do. Keep your scrap separated and use only the kinds you know will not give your caramels a scrap taste. Some of the caramels are tough and stick to the teeth. If the price is such that cream or butter can not be used, use a good coconut fat or oil. This will not give caramels a disagreeable taste.

Undipped marshmallow goods have gone ahead in leaps and bounds since they have been put in small packages and wrapped in transparent cellulose. Of course, some marshmallows are still made of the cheapest kind of raw materials. Good gelatine or albumen are the main raw materials and are cheap enough to use in even the cheapest marshmallow. A good vanilla flavor is most essential. A small manufacturer who does not have the proper conditions to make marshmallow should not try to make them. A starch drier and good clean starch are important in the manufacture of marshmallows. The beater is also important.

Any number of good formulas can be had for making marshmallow but they will not work out in all plants. Each plant must have a formula adapted to its particular set up before a proper marshmallow is obtained. Starch that has been used for caramels or fudge or any centers that have fat of any kind in them should not be used for marshmallows. It is better to use one Mogul for marshmallow work only, thus starch can be kept in fine condition if used only for marshmallows. Temperature and moisture of room, starch, the batch and room after taking marshmallows from starch are all very important to the success of good white, clean and crust proof marshmallows.



### N. C. A. Convention

(Continued from page 24)

colorful than that of most conventions. The program included some distinguished speakers and several splendid talks were recorded. It remained, however, for Secretary-Treasurer Walter C. Hughes to furnish the surprise of the week. This he did by tendering his resignation from the post he has held for twenty years. While there had been unconfirmed rumors about the Convention Hall of something of the kind developing, Mr. Hughes' address and subsequent announcement took most of his listeners by surprise and left many of his friends and admirers misty-eyed and speechless. Mr. Hughes explained that he had long considered returning to the legal profession for which he had studied and prepared years before and he had at last determined to make the move. Much of his Association work has been in connection with trade mark registrations and he will continue to work for the Association as Trade Mark Counsel. At the

conclusion of his talk the entire audience arose with one accord and gave him a spontaneous and prolonged ovation, fully cognizant of the distinguished and faithful service the parting Secretary has rendered the N. C. A.

As for the others on the program, their addresses, which appear in full or in brief in other sections of *THE MANUFACTURING CONFECTIONER*, will speak for themselves.

The election of officers for the coming year brought about some few changes. President Arno E. Sander was reelected and Andrew E. Ziegler of Geo. Ziegler Company, Milwaukee, and J. M. Gleason of W. F. Schrafft & Sons' Corporation, Boston, were made vice-presidents, the latter being elevated from last year's Executive Committee. Elsewhere on this page is the complete list of officers and members of the new Executive Committee.

The new Secretary-Treasurer of the Association is Mr. Frank S. Record. Mr. Record was formerly Secretary of the National Paper

Box Manufacturers' Association, prior to which he was Secretary of the Steam Heating and Boiler Institute. Mr. Record hails from Frankfort, Indiana, but in recent years he has made his residence in Harrisburg, Pa. He will be located in Chicago, though much of his time will be spent on the road in the interests of the Association.

And thus endeth the 49th Annual Convention of the N. C. A.!

### Mason, Au & Magenheimer to Enlarge Plant.

ACCORDING to plans filed with the Building Department, Mason, Au & Magenheimer Confectionery Manufacturing Company has decided to erect a new five-story addition to their present plant at 204 25th street, Brooklyn, which it is estimated will cost in the neighborhood of \$200,000. It is understood that the purpose of this is to increase the company's factory and storage facilities. The new building when completed will occupy a lot 90 feet by 151 feet and will be of brick construction. The main office of the concern is at 22 Henry street, Brooklyn, N. Y.



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